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GROWTH Strategies

Advisory Minute

Your Business Partner for Success

February 2007

How to attract and gain MORE SALES without a large investment!

in this article

- **5 Step Plan for Getting Referrals**



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5 Step Plan for Getting Referrals



Turn Your Best Clients Into Voluntary Sales Representatives!

Have you ever wished you could clone your best customers or clients - potentially doubling, tripling or quadrupling the number of people just like them who come through your door?

The truth is, you can!

Your customers refer people to you because they value the

benefit you bring to their lives or business, and they want the people they care about to benefit as well.

Don't settle for passive referrals! For most businesses I've seen, they don't actively, aggressively and systematically go after their referrals.

They settle for the small amount of business these passive referrals bring in - without continually, repeatedly soliciting referrals from their customers.

Think about the amount of business you currently get through passive referrals. Now imagine 5 X or 10 X or 20 X that amount. That's the leverage potential of a formal, active referral system.

Here's a quick, simple **5 Step Plan for Getting Referrals**.

1. Contact your BEST and most IDEAL customer or client and ask them to recommend you to their friends.
2. Offer INCENTIVES, such as product discounts to those customers who send you referral business.
3. Ask other business owners or professionals who complement your business to recommend you to their customers or clients. This type of an ENDORSEMENT will work both ways if it's a strong partner.
4. Offer SPECIAL PRICE BREAKS or SHARE IN THE PROFIT deals to businesses (or individuals) that send you referral business.
5. Use monthly HOLIDAYS as a time to offer your customers special incentives for giving you referrals.

You've got to remember that the vast majority of your customers or clients or patients really do have a bonded relationship with you. **They trust you. They trust your company. They trust the product or service they buy from you.** They have grown dependent on realizing a high level of results, satisfaction, protection, prestige, enjoyment, experience, well- being or whatever else your product or service provides them with.

They want to refer business to you! So, let them and MAKE IT TURN-KEY EASY for them to do so!

Please feel free to Forward this on to 3 or 4 of your clients, business partners or networking contacts who can benefit from this information. They'll appreciate you thinking highly of them!

To Your Success!

Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

Contact us *TODAY* at **770.601.0949** or **800.261.5034**, via e-mail at sjones@growthstrategies.us or on the Web at www.growthstrategies.us for assistance with your business.

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