

## Referral Fear

Why do sales people fear asking for a referral? Is there a miss placed fear of rejection? Is there a fear that the customer may ask what should I write? Is there a fear that the sale, product or service is not quite up to par? Is there a fear of the workmanship? Could it be a lack of confidence that we have communicated effectively with the customer? What prevents the poor, average and good sales person to ask for a commitment of a referral for their product and service?

Whatever the reason it is time to face that terror and trepidation and start asking for referrals. It is really fairly simple to ask the most basic of all referral questions and that is Mr. or Mrs. Client do you know anyone that would like our service and requires my service? Is it possible to give me their name and phone number?

For the commanding presence asking the customer to call the referral source for you makes perfect sense and will generate a stronger referral for you. Personally I like to ask the customer if they have enjoyed the experience and how it was different for him or her. I then ask what they like best. After the customer answers I ask if he or she knows someone that would enjoy the same type of service. Then I ask for contact information, name, phone number, address and the best time to contact the other person unless you can contact them for me.

Having a foundation with your system that produces confidence and sincerity producing trust and respect building the relationship with your customer allows the freedom to ask for a referral that will produce results. There is no better way to market a company that is stronger than word of mouth marketing commencing with an existing customer to another potential customer referral.

While you are asking for a referral ask for a reference letter to put in a portfolio to show other customers at any given time. Pulling a recommendation and reference letter out of your case to a customer that is hesitating is a fantastic way to convince a customer to use you. It will show a real name and real problems that a customer had and how easy they were guided to use you and your service. In this letter will be their feelings and thoughts and the results of using you and how they feel now after the task is completed.

This is only one description of a referral and the easiest referral to ask for and get. You are asking the customer how they felt before using you and how they were treated by you. Then you ask for the results

and how they feel now after using you. There are other referrals and now we will adjust our thinking to gain these types of other referrals.

The first thing we must discover is what we want in a referral? How do I get good referrals that can turn into something? In order to know what a good referral is we must define what a referral is. I define referral as an opportunity to do business with another that is ready to do business with me. There are different degrees to referral giving and receiving.

What you will need to do is write down on paper what you feel is a good referral for you then write down on that same paper what a great referral is for you. It is a wonderful idea to write on paper some questions to answer and these questions are;

1. What separates me from my competition
2. Define what it is you fix for your customer
3. How do I identify a referral for you
4. What do I say when I recognize a referral for you
5. How is the best way to introduce you to the person/company
6. How can I become proactive instead of reactive for you
7. How can I be proactive for you while I am serving my client

Reactive is waiting to hear something from a customer while proactive is prospecting for you.

The first or lowest form of a referral is passing out a business card. This is basically a cold call to a potential customer that may need your service. You will find it necessary to act in a hunter and farmer sales mentality. The hunter will set boundaries to what you do and how you do whatever it is you perform. The farmer sales person cultivates or cements the relationship that will have the potential customer call you when the need arises.

The second form of a referral is a warm lead. This is where a need exists however the urgency to complete the need is nonexistent. The customer may have a need however is short of their budget to complete the sale. Or the customer may want to do something but the need to get it done is missing at this time. This person most likely will want to use you due to trusting the referral source. However you must follow your guidelines and earn mutual trust and respect to form a relationship to do business.

The third form is a hot lead or prospect that has the urgency and is ready to move forward today. The referral source has already informed the customer what you do and how you do it and all that is missing

is the introduction. The customer has a relationship with the referral source where trust, respect and rapport is strong and it is mutual. The customer is moving forward simply by taking the referral sources word.

Start today enjoying word of mouth campaigns to help you grow your company. Start becoming active in your community with; the Chamber of Commerce, word of mouth networking sources, and clubs in your area. Become part of the solution in your community and not just another problem or number. Watch your business grow 20% due to your involvement. Involvement means participating while having an attitude of gratitude to help others get what they want and eventually you will get what you need. There is not pot of gold under the rainbow immediately however if you are patient, hardworking and sincere you will do just fine. Throw out the attitude of what is in it for me and change that to what can I do for you and it is amazing the results that will appear.

Remember to ask for your referrals. You will never receive what you do not ask for and the time is now to prepare for the future and that future is NOW. How much does this cost I'll buy it. The cost is up to you and how much you are willing to put into this effort. It is your company and it deserves every effort possible.