



TWELVE MAVENS

Unstoppable Referrals

10x Referrals / Half the Effort

Unstoppable referrals is the work of Steve Gordon the editor of The Unstoppable CEO.

Getting more referrals comes down to only 2 things which most business owners fail to do simply because it feels awkward and requires work:

- 1) Ask for them more often
- 2) Develop deeper relationships through more consistent following up

Prospects are 4 times more likely to buy when referred.

To get any referral, 4 things must exist:

- 1) You're different: _____
- 2) You're valuable: _____
- 3) You're likeable: _____
- 4) You're trustworthy: _____

Referrals often don't happen because of all the road blocks and steps we have in the way. A **Referral Kit** is a thing, a widget or a prop that a referral partner can use to introduce you to a potential client - instead of just introducing *you*. Examples include a DVD, a CD, a book etc.

Your referral kit should help demonstrate the consequences of inaction, helps them understand possible solutions better, suggests the first step and elevates your authority and builds trust.

Your referral kit's job is to set the stage and remove a prospect's fear of getting sold to. It should be perceived as a gift - not a sales tool.

An example of the way a referral partner can introduce your referral kit is "Bob, I just read this report that talked about your very problem, I think it will really help you. My friend Sue wrote it. Let me have her send you a copy."

The 5 parts of an effective referral kit:

1) **Present the problem**—→ Agitate it —→ Solve it. Ask yourself "What results do I create for clients that they can't create for themselves?"

2) The 1st step of the solution (not the entire solution) Take your prospect from where they are now into the future, when the problem is solved and life is better.

3) Tell them how to go deeper. For example, a free audit, a review, a demo etc.

* Remember that a "free consultation" translates to them being sold something and is used by everyone else all the time too. Nobody gets excited about a "free consultation" any more.

4) Prove it to them. Get testimonials that help reinforce how you made a situation better for others. Have the people who give you a testimonial 1) introduce themselves and what's important about them, 2) the challenge they had, 3) the solution they got, and 4) what life is like now because of you.

5) **Don't worry about giving away too much.**

Referral Kit examples:

* Special report

* Audio CD with an interview of you

* Book authored by you (physical ideally over E-book) "Bob, I just finished my book. I'd like to have a copy. And I'd like to send a copy to 5 of your friends as a gift. Who should I send them to?" Re-purpose old articles, transcribe audio, get a ghost writer, use someone else's book or just sit still and write it!

Stop Chasing “Referral Partners” and Start Cultivating “Promoters”

Make 3 Lists:

- 1) List the people and businesses your IDEAL prospects buy from at work. Cover every vendor or type of business you can think of.
- 2) Make a list of the people and businesses your IDEAL prospects buy from at home.
- 3) Make a list of the places you can reach your IDEAL client that your competition doesn't know about.

What are publications and websites and other media that your prospects read **that are unrelated** to the main business they're in?

The 5 Essential Criteria for Choosing Promoters

- 1) Are they friendly and open to working together? If not, abort!
- 2) Do they sell to the same people as you? Are they on one of the 3 above lists?
- 3) Do they have an actual tangible list of prospects, clients and partners vs. they seem like they “know people”?
- 4) Do they have an expertise your prospects might find interesting / useful?
- 5) Are they someone you like? If not, abort!

The wrong way (and most common way) to try to get promotional partners: "Let's meet for coffee so I can find out who you know, then I'll ask you for introductions."

Another way is to interview your promotional partners.

Send text questions for them to type their answers to.

Do video interviews. Use Google Hangouts built in recorder then distribute on youtube etc. Do audio interviews. Use services like FreeConferenceCall.com or InstantTeleseminar.com and distribute it on a CD or podcast etc.

Share your future promoters' expertise with your clients and prospects.

Suggest your promoter share it with their clients and prospects as well.

Three Ways To Get Promoted

- 1) They send a physical letter or an email to their contacts.
- 2) Put together an article for a newsletter
- 3) Seminar / Webinar. Have them set an appointment at the end of the webinar. Don't let them leave without setting the appointment right then and there.

The key to getting promoters to do any of these things is to do ALL of the work for them.

Most business owners spend the majority of their prospecting efforts going after completely cold prospects out of nowhere when they should be leveraging their close connections' connections right under their noses instead.

Use LinkedIn to peer into your clients' networks then print lists of their connections, put the list in front of them and ask them to identify who they know. Idea: Send those people a box of chocolates and a letter offering three books on "how to..."

Create a continuing education course where they can earn their required credits and invite your ideal prospects to it as a lunch and learn at their office.

Below are sales follow-up statistics from a McGraw-Hill study of 10,000 businesses across all industries.

- 48% of sales people never follow up with a prospect
- 25% of sales people make a second contact and stop
- 12% of sales people make three contacts and stop
- Only 10% of sales people make more than three contacts
- Only 2% of sales are made on the first contact
- Just 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- Fully 80% of sales are made on the 5th to 12th contact

Follow up 5-12 times with a frequency of more than once per month both online and offline.