

mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister

MAXIMIZING YOUR MARKETING MONEY

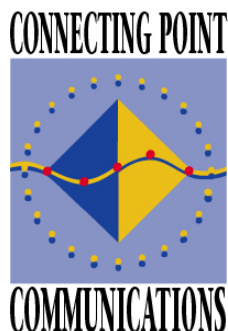
Boost your business by concentrating on referrals. Practice!

Most customers are interested in promoting products or services that satisfy; talk with them about referrals

1. Before you begin a business transaction, explain that your goal is to do well enough that the prospect will refer you to others. Get the agreement up front; ask if a prospect will refer you to others if they are satisfied with your product or service.
2. During the business conversation, discuss referrals; ask your customer if he/she knows of others who might benefit from or need your product or service. Example: John, do you know another project manager who needs the type of IT support we provide you?
3. Be direct. Ask a customer, "How would you rate my service?" Follow a positive answer with "Would you consider referring your friends to me?"
4. Understand that people need to know what you do. Explain what constitutes a good referral for your business and tell them that you *want* their referrals.
5. Put this phrase on your marketing materials: "By Referral Only. This means we invest 100% of our time and energy to deliver first-class service to our clients. As a result, our valued clients, suppliers, and friends refer their family, friends and work associates to us for (insert your company's benefit statement). We're interested in building strong, life-long relationships, one person at a time."

Write a referral request for your firm:

Sources show that two of three business calls from referrals result in sales. Only one of five cold calls results in a sale.



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