

What Every Sales Rep Needs To Know About Referrals



A Free eBook From Paul Castain

Why Paul? Why?

If I were to tell you that referrals are important, you'd probably feel compelled to say "Duh" and who knows, maybe add a good old fashioned eye roll for good measure, right?

But if I were sitting across from you and then followed up with "So that means you're asking for them regularly?", I'm guessing that would be the part where you'd break eye contact and suddenly have to check something on your phone.

We all know we should be asking for referrals but most of us don't and many of us don't ask enough.

And that's why I wanted to offer you some compelling reasons WHY you should be asking!

Spoiler Alert . . .

It's NOT What You Think!

Why are referrals so important?

It Can Make Your Client Feel Like A Rock Star (At Least 2-3 Times)

Let's forget about your client for a minute and talk about YOU!

Has anyone ever asked you if you could recommend a good restaurant, a mechanic, an accountant or anything for that matter?

How did it make you feel when someone asked?

If you're like most people, it made you feel as if that person thought you were IMPORTANT enough to ask. Maybe it implies that you are in the know or maybe you "know a guy, who knows a guy who knows a guy".

At the very least, it stroked your ego, no?

That's how your client will feel but to the 3rd power. And no, I didn't take on the form of your middle school math teacher when I said "to the 3rd power" it was just my way of saying that your client gets to feel awesome at least 3 times.

The first time they feel awesome is when you ask them who they might know who can benefit from your services.

The second time is when they introduce you. Introducing you establishes THEIR authority and reaffirms THEIR value in their circle of friends, colleagues etc.

I'm guessing it might also make them feel awesome just from the act of giving.

The third time is when those people go back to your client, to thank them for recommending you, because you were all caps AMAZING!

So before I took on the form of your middle school math teacher, now I get to take on the form of Dr Phil!

In sales, we need to condition behaviors that we'd like to see repeated from our clients.

We can condition behaviors many ways but in the context of making our clients feel good, asking their opinion and giving them the opportunity to offer their opinion to others can be a really good thing.

This is one of the ways you condition future referrals and better yet, referrals being offered without you having to ask as much.

Make sense?

I'm hoping you didn't just answer that out loud. I'm thinking that if HR just witnessed you talking to your computer screen, today might be the day you get that random drug test.

Please turn the page and I'll offer Reason # 2 why referrals are so important!

When Your Client Refers You, It Reaffirms Their Decision To Do Business With You!

Think about that for a moment! When your client refers you, it reaffirms their decision to do business with you!

That means they think enough of you, your company, the service you are providing, the results you are helping them achieve and the relationship to refer you to others.

Do you think it's important that our clients continually acknowledge to themselves, others and you, that they made a good decision in continuing to do business with you?

Do you think this might be a behavior worth conditioning?

Oh, and this is why there is a higher degree of retention and loyalty from clients who refer us!

“But what if they refuse to refer me because they AREN'T happy with the overall level of service?”

Then you were just given a major gift my friend!

You were just given an opportunity to fix things BEFORE they file for divorce!

It Raises Their Awareness That They Should Be Referring You!

I wish we lived in a world where our clients had us on the brain 24/7!

I'd have to buy another house to have room for my ego and my bank account would runneth over!

Sadly, we don't live in that world but we do live in a world where our clients are highly distracted.

Unfortunately, some of you might be misinterpreting that for an unwillingness to refer you but;

If the idea of referring you isn't showing up on their radar screen regularly, how would they know ?

That's why you have to ask and ask regularly.

The other thing that asking for referrals regularly does, is set a level of expectation with your clients.

To me, it's almost like the waiter or waitress that serves us. The expectation is that a tip of some sort will be offered at the end, based on the service they provide.

Asking for referrals adds the same dynamic to the relationship, I mean, you wouldn't ask for a referral from someone if you provided awful service, right?

It Demonstrates Your Confidence!

It has been said that confidence is contagious and so is a lack of confidence.

Asking for referrals demonstrates that you are confident in your company, the service you are providing, the results you are helping them achieve and the relationship!

Oh, and I almost forgot, it demonstrates confidence in yourself.

Silly question coming at cha in 3,2,1 . . .

Do you think confidence is attractive?

And no, I'm not talking about "attractiveness" in a dating context, I'm talking about in a relationship where a client gets to judge you regularly?

So if confidence is in fact contagious, I'm wondering if that confidence also helps reaffirm their decision to do business with you?

Referrals Close Faster!

Because your reputation precedes you, there really isn't any of that "Paul who?" stuff going on and trust is built much faster!

If there's one phrase that's beaten to death in sales its;

"People do business with people they know, like and trust"

Do you think a warm intro from one of your existing clients helps to expedite that "know, like and trust thing?"

Time is our most precious resource as sales professionals and yet, most sales reps would still rather spend their time cold calling strangers, than asking their clients for a WARM Referral.

Before you think I'm dissin the cold call, I'm not! I'm just suggesting that adding referrals into your overall "sales mix" might expedite some opportunities for you.

NOTHING influences people more than a recommendation from a trusted friend

Mark Zuckerberg

There Are Less Price Objections When You Are Referred

Again, it goes back to that idea that your reputation has preceded you. And because you were referred from someone they know, like and trust, you have credibility, which typically erases the doubt that you are worth your asking price.

Typically there's less negotiation, which again smiles back at a quicker close, and also, less aggravation with someone who's looking to haggle.

Are there still people in this world obsessed with the price point? Heck yes but you'll find less of this when you are referred!

From a company perspective the cost of sales is lower and from the sales rep's perspective, it can be much more profitable.

And did I mention that it can be less aggravating when people aren't beating you up on price? 😊

One more thing, closing more business, faster, has a crazy way of fueling your confidence, and confidence has this crazy way of helping you close more business, **FASTER!**

So There You Have It . . .

Several reasons **WHY** you should ask for referrals!

If you'd like to learn about the **HOW**, please join us on April 6th, for our [How To EXPLODE Your Sales by Generating MORE Referrals webinar!](#)

Here's what I plan on sharing . . .

- How to set the stage for and how to get **MORE** referrals from clients and people you've **NEVER** worked with!
- One simple phrase that can easily double and triple the amount of referrals you've been getting.
- How to create referral partners **WITHOUT** spending a dime!
- A 3 step conversation segue that increases your referrals.
- How to dramatically increase the amount of repeat referrals you've been receiving.
- A simple exercise that will open your eyes to new opportunities!

[Click HERE](#) or the banner below for more details.

