



BUSINESS, LEADERSHIP & LIFE

SHORTCUTS

The BOSS factor – eBook Series

REFERRALS

**10 Reasons why we don't ASK for
Referrals and How to fix it...**

TREVOR MARCHANT & EVE DALLAS

Business & Performance Coaching

This publication is from our library – **The BOSS factor library** – a library created for accounting firms to use as a Personal and Professional Development Resource for their Teams and to use with their clients as part of their Advisory Services offerings.

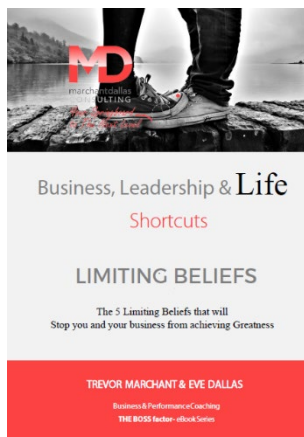
The content of this publication highlights 10 reasons why we don't ask for referrals... and what to do about it. That said, it also serves as an introduction to our Referral Code Program for Accountants...where:

1. You don't ask – you INVITE and
2. You put a method in place that gives you as many referrals as you want, when you want and of the type you want.

As Tim Blatch – MYC Accounting, Woy Woy NSW – said:

“Every accounting firm should be using the Referral Code – it's a Game Changer. No more marketing – the Referral Code is your Marketing.”

We recommend you also read:



...as it re-enforces the ideas in this publication and further explains the reasons why we don't ask for referrals.

SEE www.bossfactor.com.au

Live Well, Lead Strong and (always) Good Selling

Trevor and Eve

TREVOR MARCHANT & EVE DALLAS

PS. If you haven't already done so, DOWNLOAD 'Readers are Leaders' an INTRODUCTION from the website as it gives you what and why of the BOSS factor library and the many ways you can use it.

PS2. Keep Charging...



"Used by top-selling professionals worldwide, the Referral Code is the most innovative and comprehensive prospecting method available anywhere in the world. It puts the elusive art of getting more referrals than you can poke a stick at - at your finger-tips and delivers a simple, step-by-step process of HOW TO skills, tools, techniques and strategies for you to become a Referral Code champion."

Robert E Johnson-
International Motivational Speaker and Master Sales
Trainer

Firms that have a structured referral program and process in place - report...

69%

report faster
time to close

59%

report higher
lifetime

71%

report
higher

WHAT IS IT ABOUT REFERRALS?

- The Network is completely unlimited.
- They are higher quality.
- They are pre-qualified.
- People trust referrals.
- They reduce competition.
- Lower acquisition cost.
- Higher returns.
- Returns are guaranteed.
- Small time investment.
- Exponential (RfX x 10) versus Incremental.

That said, The Referral Code takes 'all of this' to another level.

If there is a BE ALL, an END ALL for referral programs...**The Referral Code is it...**



YOU already know Referrals and Word-of-Mouth recommendations are the most powerful way to acquire new clients and build your revenue.

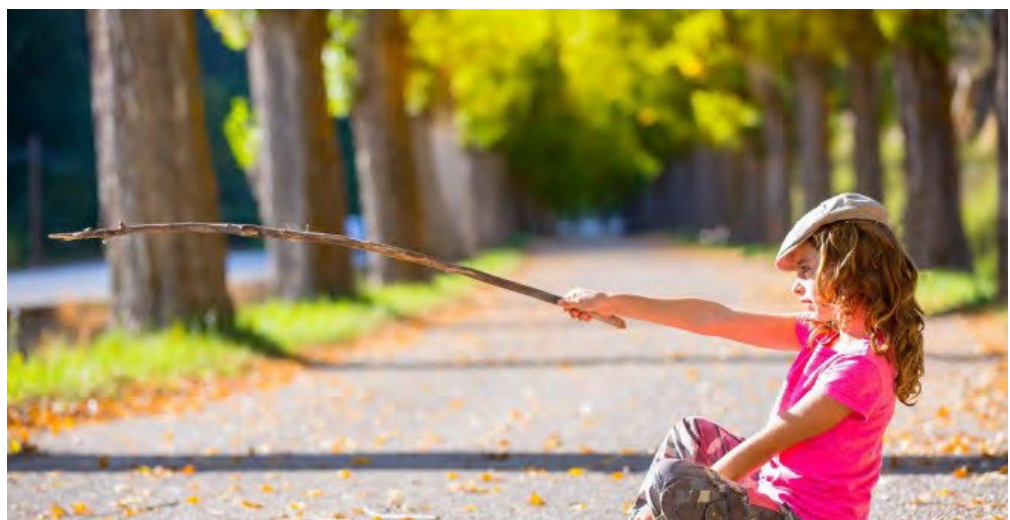
Your clients, professional contacts, friends, and family – are all connected to people who want what you do and want what you have.

Most people grossly underestimate the ability of their relationships to connect them to qualified referrals and most businesses fail to tap into their true potential for unlocking a constant stream of referral business.

Instead, they take the few referrals that may trickle in here and there, unaware those few droplets are only a hint of what they could have if they knew how to structure a system of **referrals by invitation** like the Referral Code.

This eBook will firstly highlight the mistakes most business owners make with referrals and then show you how the referral code puts a stream of referrals and word-of-mouth clients into your sales pipeline.

It will show you what to do to get more referrals than you can poke a stick at...



Why do so many businesses miss out on so many referrals?

The number one reason most businesses don't receive more referrals more often ...

They don't ask.

As the Good Book says, "Ask and ye shall receive."

But as you'll soon discover,
when it comes to referrals, *far too many people avoid asking.*

But just asking isn't enough. To be really effective and get more referrals, you have to ask the right people...at the right time...and in the right way.

That's what the Referral Code is all about.

The Referral Code is a highly effective method for generating and receiving a constant stream of qualified referrals, now, and throughout the entire life of your business.

It shows you exactly how to capitalise on the goodwill you've created with your clients, customers, professional contacts, family, and friends. It has shown over and over to be the most effective warm-lead- generating system available to all business owners.

Referrals



Why People Don't Ask

So, what holds people back from asking for, and receiving more referrals?

In 30 years of coaching business owners, entrepreneurs, salespeople and other professionals, we've found that most people have an emotional resistance to asking. This resistance stems from a range of self-limiting beliefs about what it means to ask someone for a referral.

Make no mistake: beliefs are a powerful force. They can motivate or sabotage your best intentions. Your beliefs have a tremendous influence on your thinking, your choices, your actions, and your results.

Many people get stuck on their beliefs. Because of prior experiences, or what they've been taught, or whom they've chosen to listen to, they assume that what they believe is the absolute truth.

Your beliefs are true only because you make them so—in other words, because you believe them. As you read about the mistakes people make realise that if you hold any of them yourself, it is totally within your power, to change them. And why wouldn't you want to change a belief that keeps you from having what you want?

THE GOOD NEWS..THE REFERRAL CODE IS A REFERRAL BY INVITATION PROCESS..NO MORE ASKING ...

So here are the 10 MISTAKES that sabotage people in going after and receiving more referral business. Do any of them sound familiar?

Caution: Having even one of these beliefs can cripple your chances for maximizing your referral business.

#1

Referrals happen organically. people will naturally refer business to me if they like me and I do a good job for them.

Sadly, this naive belief OBLITERATES referral business every day.

This 'organic approach' assumes referrals will automatically come to you because you provide great products or services. In other words, you shouldn't have to ask.

The problem with the organic approach is that it's an illusion. It is simply not the way the real-world works. Sure, some people may refer you without being asked, but the vast majority won't.

How come?

Let's face it: like you, most people are busy and consumed with their own business and life. As much as they may appreciate you, they will probably forget to remember to refer you. You've experienced this. It's a syndrome of the human condition called *out of sight, out of mind*.

Even when the opportunity to refer you arises, most people simply won't connect the dots and think to refer you. Sorry, but it's true.

Also, only about five percent of people are 'natural promoters' who love telling others about a good thing and making connections between people. The other 95 percent of people suffer from...what's that syndrome called again? That's right, *out of sight out of mind*.

The 95% of people who are *not* natural promoters need to be prompted into action. In other words, *you have to ask*. If you don't, you risk leaving a hefty portion of potential referral business on the table.

#2

Asking for referrals is awkward. it puts the other person on the spot.

Yes, asking for referrals is awkward...but only when you don't know how to ask, how often to ask, when to ask, what to ask, and who to ask.

This awkwardness is compounded when you have a limiting belief that asking for referrals puts the other person on the spot.

Here's the 'spot remover.'

When you have rapport with someone, when you've created goodwill by providing good service and selling the feeling, and you know the way to ask, all awkwardness disappears.

Ask under these conditions and people will be only too willing to connect you with people who want what you do and what you have.



#3

I'm the one who is supposed to be helping my clients, not the other way around.

Yes, you have helped your clients, but a referral is not about helping *you*. It's about you helping the people your clients know and care about.

People naturally want to tell others about a good thing. When you've met your clients' wants and needs and they feel good about it, they'll want to pass the good will on to others to help them get their needs met as well.

And if they get to help you in the process, so much the better.

In addition, your clients get something out of referring you. They get to feel good about helping others they care about.

When you take care, good care, of someone your client refers, your client gets to be 'the hero'.

A good referral is a win-win-win. The person referred to you wins because you're going to take good care of them. Your client wins because he or she gets to be 'the hero' AND feel good about connecting you. And of course, you win by getting referral business.

Once again, it's all about whom you ask, when you ask, and how you ask. The Referral Code will show you how to do this so it becomes a **Referral by Invitation process...we don't ask, we invite and your clients don't ask – they invite.**

Unfortunately, many people who do ask for referrals do it in a way that doesn't work all that well. They *frame* the request as if they're asking for a big favour. If you do this, you may fall into 'the needy trap' (*see the next mistake*).

#4

If I ask for referrals people will think I'm needy

Big Mistake. Here's the hard truth: If you're worried about being seen as needy, it's because you see yourself as needy. When you think of yourself as needy, you're focusing on what you think you lack.

It's time to get over yourself. It's not about what you lack or what you need; it's about how you meet the needs of others. The people you're connected with want to help the people they're connected with, and the way to do it is by *referring you*.

If you think about it, asking is not a sign of weakness or neediness; it's a sign of strength and confidence.

Remember: if you don't ask, you won't receive.

The bottom line is: when you meet the needs of others, your needs will be met.

It's all in how you ask.



#5

*If I ask for referrals, people
might see me as pushy.*

Pushy? All things being equal, people might see you as being helpful.

Park that idea next to Mistake # 4. Once again, it's all in how you ask.

Pushiness is about being self-centred and demanding, without listening.

Asking for referrals in the way we teach in the Referral Code is about meeting the needs of the people your relationships are connected to. How could asking to help someone your client knows and cares about be seen as pushy?

Do you have rapport? Have you created goodwill by selling the feeling? Is your client in an appreciative state about you, your goods, your services, or your relationship? If so, they will be more than willing to **pay the goodwill forward** by referring you to others.

You may say, "Asking for referrals still feels pushy—sorry, that's just how I feel." The great news is you have control of your own mind, your own emotions, and your own behaviour.

When we sell – we sell the feelings associated with owning, enjoying and benefiting from our products or services.

Remember: The only place pushiness exists, is in your own mind.

Get off it, and instead get into helping others.

6

If I ask for referrals, I might get rejected.

What's the worst that could happen?

Someone might not have a referral for you at the time you ask. How does that equate to rejection?

Rejection is something you make up in your own mind. Someone may not be able to give you referrals at this particular time, but how is that a rejection of you?

As Eleanor Roosevelt said, "No one can make you feel inferior without your own consent."

We can't tell you how much unnecessary suffering is caused by the fear of rejection.

Because of this irrational fear, many professionals procrastinate or even freeze up on certain activities that would almost certainly bring in more business. It's a shame because rejection is almost always self-generated, self-contained, and without any basis in reality.

The only rejection here is *self-rejection* — the story you create about "being rejected" if you were to ask for a referral and not receive one.

Once again, don't make it about you. Ask, and if you don't receive, ask again later, or ask someone else.

#7

I can't ask my friends or family for referrals – that would be crossing a line

...

What line are you afraid of crossing? It's an imaginary line that exists in your own mind, which says don't mix business with family or friends. This MISTAKE is a bad made-up story that not only deprives your family and friends of helping people they're connected to; it also deprives them of helping you.

Your friends and family love you and want to see you succeed. They may know others who need what you do or have.

They may not know you professionally, but you can tell them what they need to know in order to refer you.

There's a special way of talking to family and friends about referrals. It's simple, unobtrusive, and comfortable. Once again, it's all in how you ask. The family-and-friends conversation is part of the Referral Code process.

Most people who have not been trained how to ask; typically ask at the wrong time or in an ineffective way.



8

Asking for referrals doesn't work for me. I tried asking in the past and didn't get anywhere.

Good for you for asking. However, your conclusion that asking doesn't work is a MISTAKE. Your way of asking for referrals did not work. Our proven way of asking *does* work.

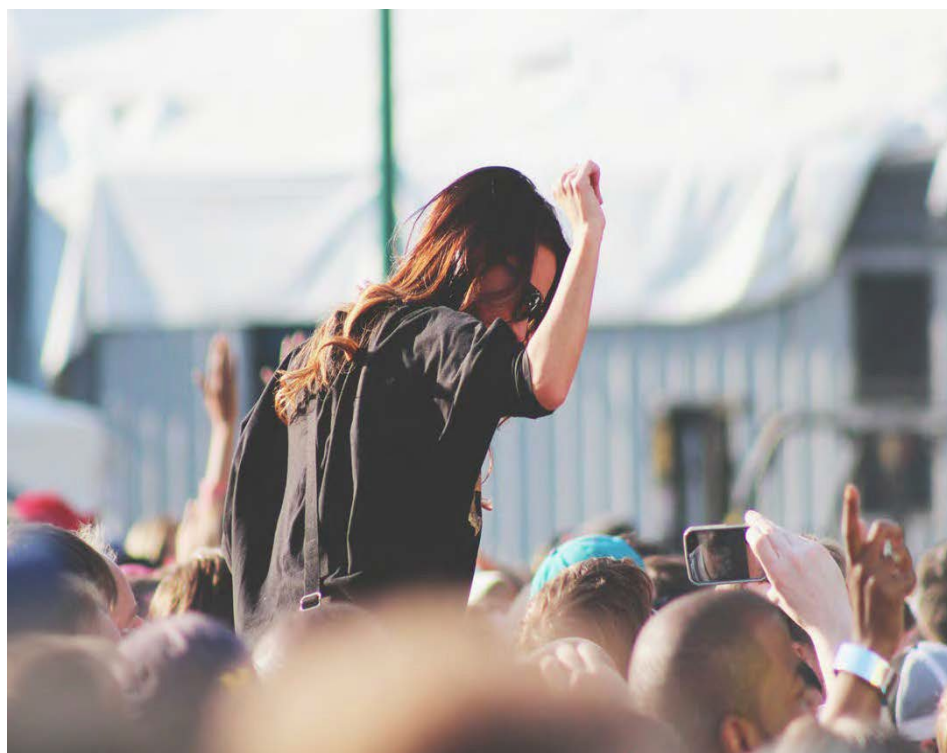
Most people who have not been trained how to ask; typically ask at the wrong time or in an ineffective way.

For example, some people say: "If you know of anyone who could use my services, don't hesitate to have them call me." The typical response is, "OK, sure. I'd be glad to." Then nothing happens. Why? Once again, when you're out of sight, you're out of mind.

The Referral Code not only shows you how to ask in a way that elicits an immediate response, but it also shows you exactly how to follow up, even if the other person can't think of someone in the moment

.

Once you know when and how to ask, you'll be surprised by how many referrals you will receive.



9

Asking someone for referrals more than once is presumptuous and a 'turn-off.'

Are you saying that the desire of your clients, family, or friends to help more than one person by referring them to you is presumptuous and a turn-off?

Of course not.

People are constantly meeting new people and becoming aware of the new needs of the people they know. If you don't ask more than once on a regular basis, you'll miss out on referrals and your contacts will miss out on the opportunity to help the people they know.

Once again, as the Good Book says, "You receive not, because you ask not."

When you ask at the right time in the right way, people will be glad for the chance to connect you to others who need what you do and have.



10

The people I know don't know the kind of people I want...

How do you know this?

And how many people have you assigned this limiting belief to?

Everyone in your database?

The truth is: you don't know unless you ask. We could spend five minutes with you and identify potential referral sources who will more than likely know others who need what you offer. You never know until you ask.

As you explore your relationships for referral opportunities, be on the lookout for these beliefs and if any of them start to raise their ugly heads, re-read the ten mistakes all business owners make with referrals and their word-of-mouth marketing.

THE NEXT STEPS

The Referral Code PUTS a simple, time-tested method of NEW referrals in your hands – a method that does three things:

1. Based on our research it will put you in the top 5% of accounting firms that have a workable, competitive method for regularly gaining new referrals and word-of-mouth recommendations.
2. Gives you the chance to grow your revenue at double the rate of any firm who has not yet implemented the Referral Code.
3. Gives you a scalable, repeatable method to get as many referrals as you want, when you want and of the quality you want.



HERE'S WHAT WE COVER IN OUR THE REFERRAL CODE

- Are you referrable? What do we need to do take your service levels to 'remarkable' heights so that clients want to talk about you?
- How to 'dig into' your culture and make sure everyone is on the same page – with the client 'front and centre' in everything you do.
- How to implement and execute a 'person first-client second' culture – one where opportunity reigns supreme and 'we see something – we do something.'
- How to position your products/services/knowledge and industry experience so it's clear you are the most trusted authority in your field.
- What is your 'point of difference' and why is that important to secure a steady flow of quality referrals.
- Identify your ideal clients and the greatest productivity rule ever discovered and how that boosts your referral opportunities by orders of magnitude.
- How to switch your client's thinking to be 'value-driven' rather than 'price-driven, and why that's important to gaining more referrals
- How to set realistic 'sales targets' and how to accurately scale-up your growth projections
- How to go 'beyond the numbers' and help your clients increase their revenue and improve their profitability. This is about genuine business growth – it's about increasing the top line and improving the bottom line – in a way that makes them want to talk about you...to anyone they meet.
- How to simply and easily make sure all your clients know about all your products and services.
- How the Referral Code helps you identify, attract, engage, get and keep more clients through referrals and word-of-mouth...and set yourself miles- apart from the competition.



Want to know more – just give me a call.

Here's to extraordinary Referring and (always) Good Selling.

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THE MERCHANT DALLAS BUSINESS SYSTEM

for holding on to what you've got
and attracting more of the same ...

“ A business improvement and growth system for ALL business owners.”

There's a common thread that runs through those few businesses who are just bursting out the top - all the time.

They're meeting and exceeding goals.

They're realising their visions and aspirations.

They're always over and above expectations...and these robust, energised, continually successful businesses seem to have a secret. And frankly, we have studied it, we have gone to school, we have consulted, we've done everything we can to find the formula that says – “We will be one of these businesses in this very small, select group that achieves perpetual success.”

The secret, the clue, the common thread is simply **how you treat people.**

It's how you treat your fellow man, and how you treat your team members and how you treat your clients, your regulators, the public, your audiences, your communities. How you value the worth of an individual, how you bring the human factor into real importance and not just a statement you make in your 'wish list' of strategic objectives.'

If you treat people with respect, then you are well on your way to earning respect...which is what every business leader must have to even have half a chance of becoming successful.

If people don't respect you, it follows they usually don't like you either and therefore they won't trust you....and trust as you know is the one thing that changes everything.

Without trust – you may as well go home.

So, if you want to improve your retention rate and remember a 5% improvement in retention will lead to a 25- 60% increase in profits and if you want to grow your revenue exponentially and all of this makes sense to you then a closer look at the MERCHANT DALLAS BUSINESS SYSTEM for ALL business owners is an essential NEXT STEP...



DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!

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