



**ADRIANWEE.COM**

**97**

**REFERRAL SYSTEM**

**推荐方案**



**FOLLOW US :**



[WWW.FB.COM/MINDRIAMWEE](https://www.facebook.com/mindriamwee)



[ADRIAN WEE](https://www.youtube.com/channel/UCv33333333333333333333)



[WWW.ADRIANWEE.COM](https://www.adrianwee.com)

ADRIANWEE.COM

## Theory: Increasing Your Lead or Inquiry Generation through Referral Systems

### Turn Your Best Customers into Voluntary Sales Representatives

Have you ever wished you could clone your best customers or clients— potentially doubling or tripling or quadrupling the number of people just like them who come through your door? The truth is, *you can!* I'm not talking about scientific cloning. (In spite of what's going on with Scottish sheep these days, creating genetic duplicates of your best customers is still probably a few years off...) Rather, the "cloning" I'm talking about is simple, ethical, and doesn't require millions in research grants to accomplish. **In fact, it costs next to nothing!**

So, what's the easiest, most effective, least expensive way to get many more customers like the ones you value most? *Get them to do it for you!* All you have to do is systematically ask your present customers to recommend your business or practice to people just like themselves.

### Don't Settle for Passive Referrals

Chances are, your best customers or clients are already referring friends, family, and business associates to you from time to time. And these people are probably very similar to your best customers—similar interests, similar desires, similar buying habits. Your customers refer people to you because they value the benefit you bring to their lives or businesses—and they want the people they care about to benefit as well.

For most businesses I've seen, however, that's the extent of it. They settle for the small amount of business these passive referrals bring in - without ever actively soliciting referrals from their customers.

Think about the amount of business you currently get through passive referrals. Now imagine five or ten or 20 times that amount. That's the leverage potential of a formal, "active" referral system. And the best part is, a customer referral program will bring you *immediate* results. Your customers and profits will begin to grow as soon as you put the system in place!

And because they're similar to your best customers or clients, a referral-generated — customer will normally spend more money and buy more often. They're almost always the most profitable, loyal, and likeable portion of your customer base. Best of all, referrals are self-perpetuating—referrals beget referrals.

### And Don't Be Bashful!

Some business owners hesitate to ask for referrals because they feel it is somehow "inappropriate." They fear that customers will see it as overstepping their bounds—getting too personal.

### Don't make this mistake!

There's no reason to be embarrassed or timid or unduly sensitive about asking your customers or clients to direct other customers to your door. In fact, it's not only appropriate and ethical, it's your *benevolent obligation*. Let me explain...

You've got to remember that the vast majority of your customers or clients or patients really do have a bonded relationship with you. They trust you. They trust your company. They trust the product or service they acquire from you. They have grown dependent on realizing a high level of results, satisfaction, protection, prestige, enjoyment, experience, well-being, or whatever else your product or service provides them with.

And you owe it to everybody that your customers know to at least arrange the opportunity for those people to make your acquaintance, to experience your business philosophy, to get your best perspective on their need, their opportunity, their problem—and how your product or service can help fill it.

Every satisfied customer, patient, or client you have is in a position to know, live with, live next to, hang out with, do business with, buy from, sell to, or otherwise associate with an abundance of people or enterprises that are prime target prospects for your business. But you cannot expect your customers, on their own volition, to be responsible for or even aware of the opportunity they have to bring their friends, neighbors, coworkers, employees, employers, church members, club associates, and colleagues into your business for you. You've got to program them—and program them benevolently, not self-servingly.

## Revere the Benefits You Give

Remember: You cannot have an effective referral system until you first and foremost revere—not your product or service or company—but the impact, the implication, the improvement, the protection, the transactional value and benefit your product or service has on somebody's life or business. You've got to be very keenly connected to what occurs in their life or business when they have your product or service functioning, operating, protecting, working in their lives.

When you start with that operating philosophy, it's easy to make the constant generation of referrals an essential responsibility, obligation, and commitment you have to have to the families, friends, and associates of every one of your customers or clients.

And to help your customers or patients see the connection, you've got to have formalized referral systems in place. These systems have to be so automatic, so continual, so authoritative, so revered that they work continuously and automatically for both sides.

## Referrals in Four Easy Steps

So how do you structure a strategic referral system for your business? The options are limited only by your imagination. However, most effective referral systems have certain key elements in common. For example, the first thing you need to do is set the stage. Do a little "romancing." Here's a simple four-step process you should follow—one you can use regardless of whether your referral request is being done in person, over the telephone, or via letter:

1. Tell your best customers or clients that you enjoy doing business with them more than any other customer you work with, and that you realize they probably associate with other people like themselves who mirror their values and qualities.

2. Tell them that since they obviously know the exact people you prefer working with, you'd like to extend to them the opportunity of referring their valued and trusted associates to you. Tell them you would prefer their referrals to any other source of customers or clients.

3. Then help the customer or client see a clear picture of who in their lives could benefit most effectively, and naturally, from your services or products. Tell them what kind of person or business it might be, where they are, what they are probably doing—and why they'd benefit by doing business with you. Show them what that person or entity would be doing or buying right now—so that the picture is vivid.

4. Then extend a totally risk-free, totally obligation-free sales offer. Willingly offer to confer with, review, advise, or at least talk or meet with anyone important to that customer—as a service to that customer. In other words, offer to consult their referral without expectation of purchase, so your customer sees you as a valuable expert with whom they can put their friends or colleagues in touch.

If you follow this procedure every day to every customer or client you talk to, sell to, write to, or visit for five days straight—and you also get your key team members to try it out, too, for five working days—you can't help but get dozens or even hundreds of new customers. I have seen businesses literally triple in six months or less when the owners followed a customer-referral process.

### **Offer a Special Incentive**

If you want to make your referral program even more powerful, tie a service or merchandise incentive to your request for referrals. There are many creative and compelling ways to thank people for referring customers, and to thank them for the business they have transacted with you in the past.

If you're in retailing, for example, you might promise a major discount on a customer's next order if the customer refers a friend or relative. If you're a CPA, you might offer to do a mid-year tax review at no cost, in exchange for one or more new-client leads. You might even consider holding a referral-generating contest, in which a substantial prize is awarded to the customer or client who brings in the most referrals.

You also should consider making a special bonus or reduced rate available to the people your customers refer. For example, a dentist might offer a \$25 discount on an initial exam for new patients referred by an existing patient. Why do this? Because your clients or customers are more likely to approach people if they can provide them with some sort of "inside deal" only available through their referral.

### **Make Referral Sales by Forming a Club**

Another approach to generating referrals is to organize a preferred customers "club." Think of your best customers as a select group of people with similar interests (in other words, as a club). Doing that will help you form closer relationships with them and, at the same time, help you set up an effective system for generating customer referrals.

### **Here's an example to show you exactly what I mean:**

Mary owns a small retail shop in the Midwest. She sells sewing goods—things like fabric, patterns, needles, and thread. To expand her business, Mary lets a few of her customers who have a passionate interest in dressmaking use a back room in her shop every other Tuesday night for meetings. Mary calls the group the "Tuesday Dressmakers' Club."

ADRIANWEE.COM

In addition to providing a place for the club to meet and some light refreshments, Mary attends most sessions and gives informal talks on dressmaking techniques. She also brings in an occasional guest speaker.

### **Notice what happens as a result of Mary's efforts:**

- Word of the dressmakers' club spreads, and more people express a desire to join it, including some who have not been customers of Mary's small sewing-goods shop in the past.
- Members of the dressmakers' group themselves start to invite other people to join the club—people who have a keen interest in dressmaking. A referral system is in motion!
- Attendance at the club's dressmaking sessions increases. As it does, purchases of dressmaking supplies from Mary's shop also increase. Bottom line: Mary's sales and profits rise. In time, Mary can even afford a much larger inventory, and a larger store.

### **Clubs Can Work for Any Business**

Sponsoring a customer club is something that almost any business or practice owner can do. It's a natural for any hobby-type business, but it can work well in other lines, too. Clubs made up of car owners are a good example.

Professionals also can use a club theme as a way of attracting new clients or patients. It would be no stretch for a doctor of sports medicine to organize a Saturday Morning Jogger's Club!

CPAs might not be able to use a traditional club angle, but they could achieve some of the same effect by sponsoring "information nights" on subjects such as how to comply with new tax rules. The invitation to a valued CPA client could say, "I'd like you to attend—and bring a friend along! There's no charge, we'll provide refreshments, and we'll get you both home early!" Each friend accompanying a client would, of course, be a potential new client.

The club concept also fits naturally into niche businesses.

A bookstore that specializes in selling mystery books might sponsor a "Sleuth's Circle Club." Members who brought new customers into the club could be rewarded with discounts, or with a gift of new mystery novels personally inscribed by the authors.

Customer clubs generate customer interest, and that interest can be infectious. It spreads. Notice, too, that once you have formed a club, you don't have to do all the word-spreading unassisted. Your enthusiastic club members will do it for you. Clubs can help you grow your customer base through referrals and also increase the average size of purchases by your best current customers.

### **Try More Than One System**

As you're considering the many approaches you could take to generate referrals, keep this in mind: There's no law that says you should have only one system. Why be content with just one when you know that different people are moved to action by different stimuli? Don't be afraid to try a number of methods, because each one will excite people differently.

You could have one system that is introduced and explained at or right before the point of purchase. You might have another where you call or write to customers at certain intervals every year. You might have different referral propositions or incentives depending on the season (such as Christmas) or the type of customers you are targeting.

Here's another tip: As you develop your referral system or systems, think about anybody who's ever asked *you* for a referral. Think about who you've responded to and how you responded. What was the incentive that drove you to action? Is there any reason you can't directly or indirectly modify that approach, that system, that process, that incentive to your business?

Absolutely no reason!

## Start Right Now!

Okay, here's what I want you to do: Turn to this month's *Business Breakthroughs Applied* supplement. You'll find a number of examples of referral systems that my clients are currently using with great success—systems that *you* could easily adapt and adopt for your business or practice. You'll also find a step-by-step plan for getting referrals and space to jot down at least ten of your best customers or clients.

Over the next week or two, I want you to write or call five, ten, or 20 of your best customers, clients, or patients and tell them how much you appreciate the business they do with you. And tell those highly valued people that you're trying to find more nice customers just like them, and you want their help in recruiting the new customers!

Remember to revere the customer and revere the benefits of your product or service. And explain to the customer why generating a continuum of referrals is integral to your ability to keep doing business the way you have—it enables you to invest more time and money into the appropriate staffing, products, services, and other business aspects that ultimately benefit the customer.

Give it a try. I guarantee you'll get more customers before the month is over. Conceivably a *lot more* customers. And since it doesn't cost a thing in terms of advertising or commissions to generate substantial ongoing referral business, I hope you will jump at this chance to put one of my best, instant, no-cost leverage tools immediately to work.

And don't forget: A referred customer or client will buy a higher quality and quantity of product or service on average than customers acquired through general advertising or marketing. They will buy more often. They will buy more products and services to add on to the initial purchase. They will refer more people and they will buy for a longer period of time. Referral-generated customers or clients are the best category of business you can develop!

So don't delay. It's time to mobilize the latent, untapped gold mine of referrals that are just sitting idle, waiting to be unleashed upon your business. Don't let the opportunities in referrals pass you by. Believe me, they are golden! And, as always, I'd love it if you'd drop me a line and tell me about your new referral system—and the newfound profits it brought to your business.

April 1997 Supplement

## Summary from Guerrilla Marketing

The nineteenth Guerrilla marketing weapon is the referral program, again, based on the reality that your greatest source of new customers are old customers and all you've got to do is ask. All of your customers have friends. They could recommend your business to friends. They have relatives. They may attend a school. They may be connected with a business. They may be a member of a club. That means there are many people to whom they can recommend your business and if you have a referral program, it means you are contacting these people once or twice a year asking them for the names of people who might benefit from

getting on your mailing list. And because you take such good care of your customers, they're going to be very happy to give you the names of people who might benefit from getting on your mailing list.

Guerrillas know to ask for three names, maybe five names, never more than that. It's hard to come up with a lot of names. It's easy to come up with three names or five names. When Guerrillas ask for these names in their referral program, they include a post-paid envelope. This is the time for you to furnish the stamp, but you'll find out that this drastically reduces the cost of you doing business because getting referral customers is a way of growing geometrically, the way that Jay Abraham knows is the healthiest way any business could grow in the 21st century.

From Guerrilla

### How My Clients Have Profited Through Referrals

A client of mine makes exclusive, expensive golf clubs—clubs that are tailor-made for his customers. His clients fit a certain profile. They are affluent, avid golfers who want to improve their golf games, and his clubs seem to help them do that.

My client reasoned that his customers, who loved him and his custom-made golf clubs, would know other people like themselves. Although a lot of his business came from word-of-mouth advertising, he'd never put a formal referral system in place.

At first, he tried his referral program on a small basis, so he could test and refine his pitch. Here's what he ended up saying:

"Joe, you've been coming to me to make your clubs for several years now. I know you've been getting positive results—you've taken a few strokes off your game, and you like the look and feel of the clubs, right? I have to tell you that I'm getting a little frustrated in my business. I have plenty of customers, but my favorite customers are people like you who truly appreciate my work. That's where I get the real satisfaction in my business.

Then he went on and said, "I've decided to reduce my client base to people who enjoy my work—those people, like you, who appreciate my clubs. I've decided to limit my business to only a select few customers, and since you've been such a good customer, I don't want you or the people you respect and care about to miss out.

"Here's my proposition: I'll provide your friends free use of a set of my clubs for a month at no risk. If they like them, maybe they'll buy a custom-made set of their own. If they don't like them, if they don't shave a couple of strokes off their game, all they have to do is return the clubs, no questions asked. For every friend you refer to me, I'll add a new club to your set, just because you've been such a loyal customer. There's no trick or hidden agenda, Joe. I get the satisfaction of dealing with customers who respect and enjoy my craftsmanship—people just like you. And, if your friends happen to enjoy the clubs and order a set, they'll be grateful to you for sending them my way."

How did it work? It was a hole-in-one! My client soon had more business than he could shake a golf club at!

ADRIANWEE.COM

Here are some other examples of real-life success with referral systems. See if you can't adapt one of these to your own business or practice:

- A client of mine is an expensive consultant in the Far East. He goes to new clients and offers them two compensation choices: The first is a large consulting fee. The second is a respectable discount on that fee in return for two referrals. Ninety percent of his clients accept the lesser-priced referral deal. (By the way, my client expects his satisfied clients to not merely provide names, but to actually call or visit the intended referral and get them to contact my client. It works!)

- Another client of mine holds regular customer briefings at a prestigious hotel every month and invites every one of his customers to bring along one qualified guest. Fifty percent of the customers attending do bring a guest, and half of the guests become my client's customers. Why so many? Because they wouldn't want to come to the briefing unless they had a strong interest in my client's area of business.

- A photo studio I've worked with asks for referrals each time it completes a "photo shoot" for a customer. As an incentive, the studio operator offers the customer free 8x10 glossies of the photos that have just been made. (His actual cost on the bonus pictures is \$4. Each new customer's average purchase with him is around \$100.) When he gets referral names, his tele-marketers call those prospects and offer them an introductory photo session at a reduced price. Since he started using this referral technique, my friend has become the largest volume photo studio in his area.

- Another client of mine sells training materials. He put together a \$5,000 package that he sells to customers for just \$2,000, and he throws in free attendance at two \$600 training programs—as long as people buying this package agree to persuade two of their business friends to attend at least one live \$600 training program a year. If they don't get at least two people to come in any 12-month period, my client actually "short-rates" them—in other words, he'll bill them for the \$3,000 savings and the free training sessions. This approach has sparked many people to really work hard getting him referrals. Over 60% of his business now comes from referrals—up from only 10% a year ago.

- A client of mine in tax preparation tells each of his clients that if they will send him two referrals, he'll give them 50% off on their tax-preparation work. He supplies them with an introductory letter explaining his credentials. Over half of his new business is produced by extending his valuable service to relatives, neighbors, and friends of his present clients.

ADRIANWEE.COM



## Exercise

Now that you've gotten into the referral mindset, use the spaces below to write down the names of your ten best customers or clients - prime targets for your referral efforts. Then work through the five-step plan at the bottom of the page. And don't forget to drop me a note once you've begun to reap the rewards of your new referral system!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## Five Step Plan for Getting Referrals

1. Contact your best customer or clients and ask them to recommend you to their friends.  
Have you done this? Yes\_\_\_No\_\_\_
2. Offer incentives, such as product discounts to those customers who send you referralbusiness.  
Have you done this? Yes\_\_\_No\_\_\_
3. Ask other business owners or professionals to recommend you to their customers orclients.  
Have you done this? Yes\_\_\_No\_\_\_
4. Offer special price breaks or share-profit deals to businesses that send you referralbusiness.  
Have you done this? Yes\_\_\_No\_\_\_
5. Use the holidays as a time to offer your customers special incentives for giving youreferrals.  
Have you done this? Yes\_\_\_No\_\_\_

ADRIANWEE.COM

## Never Turn A Customer Away, Profitably "Refer"

It was on a call-in radio show one time talking about my marketing concepts. I stated that if you spend money to get a prospect who's interested in your product but your product doesn't quite fill the bill, the dumbest thing in the world to do is say, "OK, sorry we couldn't help you" and forget about that prospect.

The smartest thing you could do is say, "Look, Mr./Ms. Prospect, I understand you're a sincere buyer and I understand that I just don't have the right product for you. But I've made arrangements with a company that has what you're looking for. Although they normally charge \$2,000, I've arranged for them to sell it to you for \$1,800. Normally it comes with a 90-day warranty, but I can get them to give it to you with a six-month warranty. Everyone has to pay for it in three installments, but I've worked it out so you can pay for it in six installments."

This concept was so unorthodox that it blew people away. A guy called in to the show who sold for one of the major photocopier companies. He had never heard of selling your competition's products. I did an illustration for him.

"Look, let's say your company does a mailing to a thousand local businesses and the mailing costs a dollar apiece. They get back a 3% response or 30 people. Since the mailing cost you a \$1,000, each one of those people cost you \$30 to identify. How many will you close?" He said, "If we're lucky, 10%."

"OK, you sell three. That means you're throwing away \$810 on the other 27 people whom you couldn't close. You're adding that \$810 to the cost of selling the three customers you did close. Or, more accurately, you're losing \$810 in profit from the sales to those three customers.

"Now, what if you could get half of those 27 people you didn't sell to buy somebody else's machine and on each sale you made \$1,000? Half of 27 is 13 new customers, so that's \$13,000! That's probably more than YOU made on the three sales of your product."

It's so obvious when you put a pencil to it, but no one sees it! They all say, "Well, that's ridiculous. I don't want to sell my competitors' products!" I say to them, "Look, if you want to give up 90% of the profit available to you and know that the prospect is going to buy from your competitor anyhow, that's your prerogative. But I'm suggesting that you make a deal with your competitors so you can share in the business that they would get anyway. What's so bad about that?"

## A Referral May Not Be Worth As Much As A Sale, But It's Something

Or you could send this qualified prospect to your competitor. Naturally, a referral is not worth as much as a sale, but it is worth something. You could make a deal with your competitors whereby they give you so much money per lead against so much per sale.

What if you're the beneficiary company? Well, let's say you sell a very inexpensive photocopier and you know that many people can't afford the expensive copier like Xerox. Yet Xerox brings in 1,000 prospects for every 10 they sell and they just basically abandon the other 990. You should go to Xerox and say, "Look, you're spending \$10,000 on the 990 people you don't convert. You're just wasting your money. How would you like to get back not just the \$10,000 you waste on them, but a \$10,000 profit on top of that so you could quadruple your advertising allowance? I'll make you a deal that's irresistible."

ADRIANWEE.COM

And then you propose to them two things: First, you'd like to get them to sell your photocopier when they can't sell their own. But if they won't do that you want them to give you the leads they're finished with. In return, you give them a share of the profit from every sale you make. It's so logical, but no one does it.

The same thing applies in spades to car dealers. I once addressed car dealers and said, "You spend \$10,000 a month in advertising to bring customers onto your lot. You sell to 5% of them. You know that of the 95% you don't sell, 20% to 50% are serious buyers and they're going to buy from someone else."

"Why let them leave your lot without a car? If you can't sell them one of your cars, why not say, "OK, I understand you want to buy a Toyota and I sell Mazdas. I think you're foolish, but if you're going to buy a Toyota anyhow, I can get you a good deal on a Toyota because I have very good relations with the Toyota dealer. I can make a deal with you right now and you won't even have to go anywhere else. Just tell me what you want and I'll give you the best price. If you buy it from me, you'll save at least \$1,000."

I then asked these car dealers, "How many more sales do you think you would make if you had a program like this? Quite a few, right? So why not make them? Conversely, you could also go to other dealerships and try to get them to sell your cars. You say, "Look, if you know someone's not going to buy, why let them off the lot when you could still make \$500? You can actually reclaim your lost marketing expense! All you have to do is sell my car as a backup when you can't sell yours. I do it and it works great!"

From Money Making Secrets

## Marketing Technique #24: Get Your Customers to Give You Referrals.

Most people do it wrong. They beg for customers. One of the great ways of getting referral business that I've developed is to write a letter to your current customers, explaining that it's a privilege for someone to be your customer.

Here is a sample letter that should help get you started on referral business:

Dear Mr. Business Owner

I'm writing as a service to alert you to the fact that my consulting practice is getting extremely full, and I'll only be able to accept maybe a dozen or so more businesses.

But before I accept new people from the outside, I want to alert you, because if you would like to refer any of your associates or friends to me, I'll give you first priority. I ask only that you don't dally.

Give me a call and register their names so I'll know how many spaces I should reserve for you. I appreciate your business.

Sincerely,  
Jason W. Leonard

ADRIANWEE.COM

Or, go to companies and offer them a service where you will send a letter to all their employees saying:

*"As a service, we've bought every one of you an hour and a half with John Schmidlapper. It's paid for; he's not going to charge you. He's going to overview your taxes and financial situation, etc. If, after he's done, you'd like to avail yourself of him, we've arranged a preferential rate with him. There's no obligation. It's just a service we thought you could benefit from."*

Another twist: If you're a lawyer, have your accountant send a letter to his/her clients endorsing you. Here's an excellent example that could work for you:

*"It's rare for me to ever write to you in the first place, much less write to you about someone in another business. But I'm writing to tell you about my attorney, John Schmidlapper, and tell you about all the things he's done for me. (Then give a litany of all the ways he's saved or made you money.)"*

*"Because I appreciate the patronage you've given our firm for so many years, I was thinking about sending you a letter or a gift box, but I decided the most noble thing I could do for you is buy you an hour of my attorney's time. So I've arranged to do that, and there's no charge or obligation to ever use him again. It's not going to cost you anything, but you've got an hour with him to talk about any subject you want, whether it's over viewing your business, financial planning, contract negotiation, or whatever. I can't recommend him enough. Here's his number. Just tell him that you're the person I've bought the hour of time for."*

## Referral Systems Are The Key to Optimization and Exponential

### Growth Why do you want referrals?

You want referrals because this is the least expensive, has the least risk, and has the highest leverage and highest potential payoff of any of the different ways to acquire new customers. An additional benefit is that the customer who comes from referrals is much less likely to "price shop" or to have "buyer's remorse."

A side benefit is that the person who provides you with a referral will not suffer "buyer's remorse" either. The law of consistency is such that if they recommend you to a someone else, they have committed themselves also.

### Why do you want a referral system?

You want a referral system so that you consistently get referrals no matter what else is going on because it is a formalized, sequential process.

ADRIANWEE.COM

## Why do you want multiple systems?

Because this the best way to attract new customers, if you want to optimize any business, then you will have at least 4 to 5 different referral systems. Plus, after reviewing the templates and the referral systems examples that follow, you will see how easy, simple and effective it is to set up multiple referral systems.

## Ready, Fire, Aim!

The best approach to optimizing any business is to determine 4 or 5 new referral systems you will test immediately. (If you were a hunter, we would say "Fire!") Then as you determine what works best, you adjust what you are doing to optimize the referral systems. (If you were a hunter, we would then say "Aim!")

## Initial Information You Should Know Or Plan To Get To Optimize Your Referral Systems

The initial information you would ideally want to know before you go to the referral system template is discussed below. (If you don't know this information, you will want to get it to be able to optimize your referral systems.)

1. Who are your ideal prospects? The ideal prospects are the customers you would like to have hundreds more of.
2. What is the benefit (or benefits) your ideal prospect wants and needs?
3. What does your competitor(s) provide? What things does he do better than you and worse than you?
4. What do you provide? What things are better and worse than your competitor(s)?

ADRIANWEE.COM

5. What is the ideal prospect's biggest problem that is not being met? How could you help him solve it?

6. What are your goals? More money, more free time, more control, to be able to sell your business in 5 years, to be able to have the business run itself, etc.

### Referral System Template

#### 1. What are the demographics of your ideal prospects?

- Income
- Financial worth
- Age
- Gender
- Ethnic group
- Neighborhood
- Geographic region
- Type business
- Marital status
- Religion
- Hobbies
- Political views
- Membership in associations or groups
- Type automobile
- Subscriptions to magazines, cable or newspapers
- Educational background
- Type investments (home owner, savings account, stocks, bonds, etc.)
- Physical Health
- Mental Health
- Health interests (alternate health, vitamins, vegetarian, etc.)
- Smoker or non-smoker
- Alcohol use, social drinker, etc.
- Drug use
- Vacations
- Buying preferences (retail - upscale or discount, direct mail magazines, phone, etc.)
- Position
- Other

ADRIANWEE.COM

## 2. Who can refer these prospects to you?

For each of the following groups include both existing and former. For example, you would consider existing and former vendors, customers, employees, competitors, etc. Or you could consider combinations such as former employees of competitors.

- Vendor
- Customers
- Employees
- Competitors
- Relatives
- Prospects
- Prospects who did not convert
- Neighbors and friends
- Church members
- Association members (Fraternal, social, industry, charity, or interest based.)
- Other businesses and professionals who your prospects trust in your area.
- Other businesses and professionals who your prospects trust outside your area.
- Leaders or celebrities who your prospects admire, respect and/or trust (Such as Tony Robbins, Fran Tarkington, Vie Conant, Denis Waitley, Tom Phillips, Michael Jordan, etc.)
- Magazines editors, writers for publications.
- Special interest groups (Cigars, travel, music, whale watching, etc.)
- Who do the prospects do business with before, during and after the prospect does business with you. In other words, who has the customers you want
- Governmental regulatory agencies

## 3. Set the stage for getting referrals

- First make sure you have a good or valuable product or service. If not, improve it.
- Reverse what you do.
- Position yourself as different from your competitors,
- Show interest in them by asking them about themselves,
- Tell them why your product or service is of better value. Educate them. If they are a customer, tell them what buying from you means to them both in the present and in the future, Explain that they owe it to their friends, relatives and associates to refer them to you if they care, really care about them. Explain that even if that the referral does not buy, you will provide a valuable service for them by letting them know what they should look for, what they should avoid what they should expect, what they might overlook, and anything else which could negatively or positively affect the referral,
- Explain that you will be a professional and the referral will thank the person who referred them to you.
- Give them reasons why they should give you referrals. Explain that you get much or most of your business by referral. Because you do get referrals, you are able to invest your money and your time in providing a better product or service,

- If they are a customer, explain that the product or service you are giving is based on them giving you referrals and that is a condition of doing business with you.
- Offer to give them an incentive for the referral. (Note: In the case of some professionals who cannot ethically take pay for referrals, you can do things to help them grow their business, donate money to their favorite charities, etc. In some cases you will need to make sure that any compensation is not based on a per-referrals, per lead, per buyers or additional profit basis.)
- Offer to give their customers a product or service for free or at a discount and tell them that this is something that the person referring you to them has bought them.
- Offer to give the referral a special incentive. These special incentives could be bonuses, money back guarantees, additional service, a discount, or anything else that has perceived value to the referral.
- Tell them the person who you are asking for the referral from that they are the kind of person who you want to do business with so you want to have referrals just like them.
- Have them call or directly contact the referral.
- Do something for the person who you want to get referrals from in advance of asking for the referral. This will induce the law of reciprocity. This could be a birthday card, buying them lunch, giving them a referral, giving them a report or book, a complement, or anything else which has perceived value.
- Keep in frequent contact with the people who have provided referrals in the past. Acknowledge the people who have provided referrals who become customers. This can be something simple like having their name on a big board in a health club, a simple thank you note, flowers, etc. or something major like having a sky writer write out a thank you or buying cable time to say thank you. Get back with the person who provided referrals to you and let them know what happened.
- Ask for referrals when they are most receptive. This could be when they have just bought your product or service. This could be when you have done something great for them such as gotten them a large refund, a good sale, gotten them off the hook for a large liability, paid off a claim, fulfilled your promised service or obligation, etc. This could be when something special has happened in their lives such as a marriage, the birth of a child, a promotion, a special honor, being elected to a special office, retirement, a transfer, etc.
- Send them articles, books, and information about their special interests. This could be about golf, working out, health break throughs, sports, their profession, their hobbies or whatever special interests they have.
- Don't be bashful, ask for those referrals.
- Ask them, "How I can grow my business?"
- Thank them for referrals.

**4. Help them locate the referrals for you. Ask them "Who do you know who\_? (and fill in the blanks for as many different groups of people and scenarios as possible to jog their memory)**

Group 1. People They Normally Interface With

- Vendors (and former).
- Customers (and former).



- Employees (and former).
- Competitors (and former).
- Relatives.
- Prospects.
- Prospects who did not convert.
- Neighbors.
- Church members.
- Association members (Fraternal, social, industry, charity, or interest based.)
- Other businesses and professionals who your prospects trust in your area.
- Other businesses and professionals who your prospects trust outside your area.
- Leaders or celebrities who your prospects admire, respect and/or trust (Such as Tony Robbins, Fran Tarkenton, Vlade Divac, Denis Waitley, Tom Phillips, Michael Jordan, etc.)
- Magazines editors, writers for publications.
- Special interest groups (Cigars, travel, music, whale watching, etc.)
- Friends.
- Go through their Rolodex or personal telephone listing directory and get them to tell you about each person.
- Listing of businesses they expect to use.

## **Group 2. People They Think About Because Of An Event**

- Someone who comes in your office.
- Someone you meet in professional circles.
- Someone who has retired (or is planning to).
- Someone who has gotten married, (or is planning to).
- Someone who has had a child (or is planning to).
- Someone who has gotten divorced (or is planning to).
- Someone who has bought something (Such as a house, a car, a pet, a boat, a home entertainment center, a computer, a business, a building, an investment, etc.).
- Someone who has sold something (Such as a house, a car, a boat, a home entertainment center, a computer, a business, a building, an investment, etc.).
- Someone who wants to buy or sell something,
- Someone who has just moved.
- Someone who has just remodeled their house (or is planning to),
- Someone whose children have grown up and moved out or are planning to.
- Someone who has had a death in the family,
- Others you can suggest to them based on your knowledge of their activities.

**EXERCISE**

Pick a candidate company of your choice and then pick 2 or 3 referral systems from the above list. Describe how you would apply each referral system to your candidate company.

For each referral system, answer the following:

Industry -

Company -

Company USP -

Referral system example used -

Describe specifically how you would adopt the referral system to this particular company -

Why do you believe it would work effectively?

How will you know if it did?

How specifically will you measure the results?

ADRIANWEE.COM

## "What Do All These Referral Systems Have In Common?"

- All begin with a highly valued product and/or they have rendered their customers a great service.
- Almost all of them ask for referrals up front as part of the 'deal.'
- The best ones ask for referrals at the moment of peak customer satisfaction or interest.
- Good referral systems build on strengths and advantages.
- The best referral systems further educate the customer to the value and benefits they are receiving.
- Almost all of them give meaningful value in return for a referral.
- The best ones say "thank you" for the referral in a way that creates an almost "perpetual motion" machine.
- All of them actually follow up on the referrals they get.
- The best ones are long term persistent at follow up once they get a referred name.
- The quality of the referrals is much higher than any other form of lead generation and converts at an average of 20-30%.
- The best referral systems are synergistic with other companies, geographically and industrially, and with other "in house" programs.
- They are direct and specific in the key action they are asking the customer to perform.
- The referrals they ask for and get are targeted to their specific market because there is a bias in the way they ask for a referral.

## The Exponential Effect of Referrals on a Business

No referral system example -

Every week you place an ad and get 100 calls. From the 100 calls you make 20 appointments. From the 20 appointments, you close 5 sales.

In a month, if your ad still pulls and your scripts consistently get you appointments and sales, you will have run 4 ads, answered 400 calls, kept 80 appointments and have 20 sales to show for your effort.

ADRIANWEE.COM

	Ads	Calls	Appointments	Sales
Week 1	1	100	20	5
Week 2	1	100	20	5
Week 3	1	100	20	5
Week 4	1	100	20	5
	4 ads	400 calls	80 appointments	20 sales

### Referral System Example -

Now let's assume you ask for and get two referrals for each sale and each 10 referrals result in 3 sales (30% close ratio), a higher number than appointments (25%) because of the quality of the referrals.

	Ads	Calls	Appointments	Sales
Week 1	1	100	20	5 ad sales 0 referral
Week 2	1	100	20 10	5 ad sales 3 referral
Week 3	1	100	20 16*	5 ad sales 4.8 referral
Week 4	1	100	20 19.6	5 ad sales 6 referral
	4 ads	400 calls	105.6 appointments	33.8 Sales

*\*Note: You will ask for and get referrals from referred customers too!*

As you can see, the number of referral sales is growing exponentially and in just 4 weeks the number of sales from referrals is more than the number of sales from ads. This is true in many businesses, like real estate for example, referrals are commonly 80% of sales. Good real estate agents depend on getting at least 4 referral sales for every conventional sale.

From  
Protégé

### Referral Strategies featuring Jay Abraham

**JAY:** One of the easiest ways to leverage your enterprise massively is through the development of a referral system, and there are perhaps 30 different ways to do it. Do you care about your customers, your clients, or your business? If you do, you owe it to them to be there. If you think you do a better job for them, you serve them, and their lives are enriched, protected or enhanced at a higher level than they could possibly be with anyone else serving them, you

owe it to them and to everybody important to them to make sure that they know you're available to counsel, advise, collaborate with and answer any questions. You owe it to them to feel comfortable directing and bringing anybody important in their lives to you for your help.

If you fail to do that, you're allowing somebody important to them to get less than optimal outcome in their lives or their business - in their purchases or decisions. But you've got to make sure they know that, because on their own they won't do it, so it's worth your while to call and contact them, and not just out of the clear blue with your hand out.

First of all you've got to care about them on a greater plane than just the fact that they buy widgets from you. You've got to care about their lives, their family, their business, how it runs, what it's all about, their health - all kinds of things that require you to be interested. That's the first thing.

Once you do that, you're connected at such a deeper level that you'll be able to say to them, "You know, I thought about the house that I helped you buy. I was thinking back on what happened, and I remember you came to me you said you had a budget of \$400,000. I remember that the house that you first wanted to buy was an OK house, but I really prevailed it and talked you out of it. I think it was wise, because I saw that house had a lot of problems about six months later, the person that bought it.

"But then I remembered I was able, through a lot of interesting contacts and research to find a house that was originally on the market for \$550,000, but they were in trouble. And I was able to work with the realtor and the bank, and we got this for you for \$375,000. You actually saved the \$25,000 of what you would have paid that we got you \$175,000 greater house. And I remember also that we got costs covered by them, and living expenses in the deal. It saved you a lot.

"But more importantly, when I think about all the richness, and the happiness, and what it's like when I come and visit you, and how happy you are, and the kids, and I look at the value and I see that that \$550,000 house is now probably worth \$625,000. And I don't know that it will keep rising, but there's a good case that five or ten years from now we actually made you a lot.

"I think about the fact that we were able to sell your other house, and we got you \$20,000 more than you wanted, and we got you out of it three months earlier than you thought. It just brings me such joy, and I realize that that's really what I'm all about. It's not about making money. I mean, I like to make money. But it's about basically giving people so much greater value and achievement and richness in their life. And it's working with people that I really love working with the most are people just like you.

"And frankly, I spend a lot of money on advertising and sales, but you know what? It's logical to me that the people I want to reach probably are the people you hang out with. They're probably even people you work with, who live next to, you're related to, because the quality of person you are is the exact kind of quality that I want. You probably know a lot of people in your life who would be benefited by me.

"I would like to offer, if you want, to extend myself, and I'd be available for anybody you wanted if they needed someone to advise them. If they're thinking about buying a house, selling a house, if their family has grown, they're going through a divorce. It's a real traumatic or exciting time. The difference between making the right decision and the wrong one, as I think you know, can make a profound impact, good or bad, for the rest of your life - or certainly for a long period.

ADRIANWEE.COM

"I don't care if they buy it from me or not, but I treasure you enough, and I know that there's some well-meaning people out there doing what I do who aren't intentionally doing it, but they can really do a complicated disservice to somebody's life by allowing them to buy something that's less than they should - or more than they should.

"I would never do that. I'm here for you, and I'm here for anybody you would want. I'm going to give you the opportunity if you want (and there's no problem if you don't) but I've only got a limited amount of time. And I thought for the next couple of months rather than advertising I'd make it first and foremost to anybody who is important to you. I'm going to tell you who it might be.

"Think about your life. Who do you know at work, in your neighborhood, in your family, professionally, working for your employer, your vendors..." Draw a picture of what the situation is like.) "Who is on the verge of getting married, had a baby, or their kids are going away to school, or they had a divorce, or somebody died, or some..." And you draw pictures of who they are.

Most people make it so hard for somebody to refer them to. Did you ever say to somebody, "Who do you know...?" And they go, "Nobody." And is that really possible that they have no one to refer to you? What you're saying is, "Hey, do you mind working your brain off trying to figure out how you can make me a lot of money?" Well, that's really what you're saying, isn't it? I wouldn't be very cooperative, but from the context that I just presented it's a little more powerful, isn't it?

I'll tell you a quick story. Where I bank, I'm the largest customer - not because I'm that big. It's just basically a local community and I do a lot of business through it. The bank manager's a very nice, relatively attractive woman about my age who's very pleasant, and we have a really nice relationship. I go to lunch with her about once a month.

About a year and a half ago we went to lunch, and she was lamenting how she was divorced, and she would like to have a significant other in her life. She doesn't meet anybody and she's frustrated, and she would like to have a nice relationship, someone to go to movies with, dance with, dinners... It was touchingly sad. And I said, "Well, you're going out with the right people. Aren't they introducing you to a lot of really quality people?" She said, "No. They all know that I'm single."

I said, "Maybe you're not approaching this right. Try a little experiment when you get back. Pick out 12 people in your sphere of influence - customers, clients of the bank, management people, friends...and call them up and say this. 'I just had lunch with one of my clients who is a marketing expert. And he challenged me. He said, "Your Mr. Right is already known by at least one, and maybe multiple of your friends. They just don't know it because you've made it hard for them to help you find him."

And he asked what my Mr. Right looked like, and I said, "Well, he'd be 35-50. He'd be in a professional or white collar type of a job - a manager or executive. He'd be nice-looking, not necessarily terribly handsome, but not repugnant. He'd be somebody who had balance in his life. He wouldn't be a fanatic about sports, but he'd like them. Maybe he'd like to have a glass of wine, but he wouldn't be an aggressive drinker, and he wouldn't smoke. Balanced interest in movies, sports, music, restaurants...fun, real, like to do quality things that I liked to do." ' ' "

I told her to draw a real picture, and tell these people that I told you there's probably multiple people known like that by your friends, colleagues, employees... You've just never helped them see what you're looking for, and where they would be. And tell them I gave you this suggestion:

Call and tell them what you're looking for, and describe them and where they'd be. And say, "I'm supposed to ask you this question: Who do you know in your life who is either recently divorced or recently moved in the area? Who doesn't have a girlfriend, but basically you know that he likes girls. Somebody who you know is a quality person. Think about it. Maybe a neighbor, somebody you used to work with, the ex-brother-in-law of a relative who you really liked, but they split up. Maybe he's somebody you meet in professional circles. Maybe it's somebody who comes into your office, or your customer, or your vendor." She called me up, and she had four dates by that weekend. She'd had none for weeks or months.

See, you have the same capacity in referral systems. Now let me set the stage for the next section.

In Australia, the average dentist works 60 hours and makes about \$60,000 Australian. There's this man that we met, who works 23 hours, and when I last heard about him he was making about \$400,000 Australian, and having the time of his life. How did he do it?

Well he didn't do it by doing what every other dentist did. He did it by first of all almost going so crazy with depression that he did himself in, and he realized he had to change the ways. And he analyzed what he liked and didn't like about his problems.

He liked the people he could befriend. He liked getting into people...and not just into their mouths, but really learning about them, their family - becoming a dear and valued friend. He liked the certain quality of people who treasured and revered what quality dental hygiene meant...people into cosmetic who really valued the way they looked...people who did regular frequency of checkups.

He didn't like people who came at the last minute...who were unpredictable...didn't appreciate...didn't maintain...didn't pay him. So he started to do something wild. First thing he did was he purged everybody - nicely - and gave them to some other dentist. Then he took his whole waiting room out and just gutted it out and put salons in there, which would be like booths. And he made it like a restaurant.

When they came in to see him, he would basically first sit down with a new prospective patient and he'd have a cup of tea with them. He'd talk to them as a friend. He'd learn what was going on with them and their family, and he would be not in a hurry. He would connect with them on a much deeper, holistic manner, and he would then sit down with them the first time and tell them what they should expect from dealing with him. He would set the criteria. He'd tell them what satisfaction looked like, and draw a picture.

Then he'd flip it. After he'd gone through ten things they should expect, and dimensionalized, very specifically and tangibly, put words in their mouth and visions in their mind of what satisfaction and expectations they should have.

He then tells them what he expects from them. First thing - if they make an appointment, they keep it. Second, that it's not just a professional relationship, but it becomes a fraternal one too, because he can't just deal clinically. He wants to deal personally. He loves people, and he wants a long, dear association with them, their families, etc. Third, if they have any dissatisfaction, they respect him enough to tell him. Fourth, that if they are dissatisfied, they honor his request and they don't sustain him, because he doesn't deserve them.

Fifth, if they are satisfied with his performance on their behalf - his professional services - #1, they pay their bill in full every month. He doesn't want to carry a receivable. (And as I recall, he has no receivables.) #2, the moment they get what he promised them, they have to immediately render to him at least two referrals. And rendering doesn't mean giving him names, but making people call him. And when I last heard he had a waiting list. But he changed the whole rules of the game.

From Tactical

## QUICK-FIX PRESCRIPTION #19 - Referrals

Referrals are the best possible source of revenue. The way to get referrals is to make them a condition of doing business with you.

Referrals become a condition of doing business with you only if you can **first of all believe in the high level of value you offer** your customer. Then you make it known to them that you only deal with quality people like them . . . that you have found through experience that people like them know and circulate in the sphere of friends who are also quality.

You tell them that you will only accept them as a customer and transact business with them if they agree that if/after you perform at a certain level of qualitative performance (that you pre-agree upon) they will willingly and enthusiastically call and direct their friends, their colleagues, their co-workers, their relatives, their neighbors to favor you with their business.

By making a request for referrals a condition of doing business with you based on your getting the people to respect and revere what you do and you revering yourself also enormous achievements will occur

QUICK-FIX PRESCRIPTION #2 - Stop spending a lot of money on advertising; use cost-effective alternatives

What are these alternatives?

- **Calling** your customers.
- **Visiting** your customers.
- **Writing** your customers.

**Contacting** all your old customers and **getting them to recommend and refer** people to you.

ADRIANWEE.COM



**Engineering endorse relationships** . . . where other people who have a very strong good-will factor with their customers **introduce you and your products** (recommend and endorse you to them).

**Going to all kinds of prospects** who you've never really concertedly tried to work with and trying to persuade them to renew their interest . . . Making them **offers that are irresistible** and inducing them to avail themselves of your product or service on a risk-free proposition.

From 22

Many of my professional consulting clients have achieved major business gains using referrals. In some cases, the results were amazing. An attorney in Wheaton, Illinois tells me that a single referral just one generated \$50,000 in fees for him.

Do you ask your best customers, clients or patients for referrals? You can put them in the mood and flatter them by saying you'd like to deal with more customers just like them. If you're not doing that, and doing it in a systematic, serious way, please get started today.

And if you're reticent about asking for referrals or self-conscious about doing it, think about Donald Morris' letter to me. That should be incentive enough to put a referral system in your business.

Believe me, you'll never regret using referrals once you start using them.

From conquer

## Referrals

Another USP extension is to **ask a satisfied customer for referrals**. This delicate process. If done properly, can be very rewarding. Here are some effective, workable techniques for securing referrals:

- Write satisfied customers a letter telling them you are about to make a major marketing effort for new clients, but before you go to the mass market you'd like them to have first chance to tell their friends or associates.
- Offer inducements to customers for bringing in referrals.
- Offer special incentives to their Friends on their first purchase.
- Offer to perform a free service or consultation for any referral prospect.
- Give a clinic, seminar, or training session for your customers and one or two guests.
- Offer Free service for one month or one quarter to anyone your satisfied Customer refers to you as a "gift" from that customer. That way your customer gets the credit. But make sure they are qualified prospects.

Make certain you re-convey to your customers the essence of your USP, and explain how that USP has benefited them in the past how it will benefit them in the future, and, finally, how it can benefit the person they refer.

ADRIANWEE.COM

The purpose of referral solicitations is to secure new customers, but what if you only get a small number of referrals? After reading your referral solicitation letter, your existing customers should feel great about the USP benefits they've received and will continue to receive. That alone makes it worth doing.

From mgr 1

## Hotline 26: Developing Referrals With And Without Your CustomerBase

In this Hotline, I want to discuss the technique for developing referrals within and outside your customer base. I continuously give, in the consultations I hold with people, two recurring recommendations:

The first is to go to your existing customers with a charming letter acknowledging their importance to you, telling them about how busy you are, and how much your business is growing. Alert them to the fact that you are so behind or successful that you're actually considering cutting down on the amount of advertising or the new customers you bring in so you can accommodate the old ones better. But explain to them that you have a standing rule that you will always accept new referrals from your existing valued customers.

Tell them that business is booming and bristling. You're thinking about cutting back, so you're encouraging them now, if they have contemplated referring a friend, a relative, an associate, a partner, or someone to you, that it would be very propitious for them now while you're still willing to accept them. That little approach has made more money for more people in its derivatized manner.

The other one is the concept of going to businesses who are noncompetitive with you but complimentary, persuading them to allow you to drop a letter that ostensibly emanates from them that will appear on their letterhead, signed by them, mailed to their customers endorsing your business, and making a preferential offer to them under the auspices of trying to award their customers for their valued service.

I've done it for so many people. I had a clothing store that had a restaurant send a letter that started something like this: "It's unusual as can be for a restaurant to write a letter in the first place, let alone a letter promoting and recommending a fashion clothing store, but I had to do it because..."

Go into the reasons why, then make an offer.

Tell them about the owner, and the people, and how neat they are. **Tell them about the offer.** The offer's simple. They're having a sale and it's not public knowledge. Only their inner group of preferred customers and a few friends are being apprised of this. Because I am a customer, because I am a dear friend of the owner, and because I'm so certain my restaurant customers will want to avail themselves of it, I asked and secured the approval of the owner to also alert you. But you've got to promise not to tell anyone else. I strongly suggest you get your tail down there on the **first two** days, since they rarely ever have a sale. Since they're only advertising to their own customers, and the products they sell are so superlative, when they put them on sale they rarely last the entire sale period. They sell out that fast.

And that kind of approach is very powerful. Internal and external endorsements work very well. How do you get someone externally to endorse you? One of four ways:

- 1) You agree to reciprocate and endorse them.
- 2) You offer them a rental fee for their list.
- 3) You offer to trade your products or service to them for the right to mail their list one time.
- 4) You give them a percentage of the business emanating from it.

From phone

### Industry Examples

#### 1. Video Services.

I've been going to some of my competitors for referrals. One particular company in Texas does basically exactly the same thing I do. We were doing a job, a shoot up in our area and the producer came back to us and said, do you know anybody down in Texas? I can't really afford to fly your crew down there to do this. So we went to the other company and they paid us a percentage of their price. There was another production company down in Orlando, Florida. We asked, "What shows are you dealing with?" and we found out that we were doing business with a lot of the same network shows. We were so far away, being 1,500 miles, that their customers weren't necessarily going to hire us and our customers weren't necessarily going to hire them. So we were able to pick up the telephone and call their customer and say, XYZ Production Company gave me your name. And basically we had an introduction to them. A new thing I'm now starting to do is offer some of the people I have built relationships with my entire customer base. With the history, the pricing structures, everything I've done. Giving it to them with basically, "I won't step on your toes, but you give me back your customer base."

#### 2. Hotel.

We've have a very simple referral program. For every nine people you send to us, we'll give you the presidential suite, valued at almost \$200. Plus dinner. They talk to an editor of a magazine, they write up an international article. That triggers another sequence of events. Two, three other national magazines pick it up, write about you. That one referral regardless of how much it cost you to give away that room, to give away that product, to give away that yearly subscription, for us easily translated into probably half a million dollars worth of publicity.

ADRIANWEE.COM

### 3. Land Sales Company.

I was involved with the sales of Rexford Plantation and Indigo Run Plantation on Hilton Head Island in South Carolina. Both Plantations were going to be released simultaneously. There was a pent up demand and I knew that all of the established brokers would probably get most of the sales. The first person I took out and showed property to in Rexford Plantation selected a home site and gave me a check. I refused to take the check unless he filled out a form and gave me at least five referrals and signed a release allowing me to call them that night and tell them about his purchase in Rexford Plantation. in 120 days I sold 113 lots in Rexford and Indigo Run Plantation. Of that, 74 were referrals over the phone.

### 4. Precision Heating and Cooling

I've started a duct cleaning service. And I went to my competitors who also sell heating and air conditioning equipment but who do not have duct-cleaning facility. And I gave them a covenant letter not to solicit or interfere with their customer base, but to have access into their customers base for the duct cleaning service. And then, whoever sold my service to the customer got a direct percentage on whatever the gross sale of my duct-cleaning service cost. Probably 30% of the work I've done from September until now is a result of my competitors introducing my service to their customer base.

### 5. Video Service.

Somebody dragged me into a National Speakers Association meeting, which now turns out to be a major segment of my business that is 100% referral - Once I got into the association and started taking an active role and doing good work, now out of this 3,500-member association over 500 are active clients. If you do the math, it's exciting.

### 6. Walk-in Medical Center.

With the schools, we would give tours to the kids, like the emergency room on career days. Then the schools starting sending all the kids who needed school physicals to us. Then I took that concept and said, kids go to camp every summer, they need physicals. So we would mail and call the camps. And it was a service to them because they could tell them you can get a physical today, just go right over here. I built relationships with fire, rescue and police departments. We would do educational programs. And if they had accidental remember one that had someone hurt badly and sent to the ER, and they had one who was just walking wounded with a cut-and they said we'll go over there. We did workman's comp. We gave cards to give out to all their employees. We gave them some discount for their own health care. They would come in a lot of the time and give us those cards.

## 7. Consultant.

I rely mainly 100% on referrals. I conducted several seminars for other consultants. I found Journalists who understand our business well, and I asked some of my best clients to allow these journalists to interview them. The tape really gave me and my people real deep insight about our work from the customer's point of view. We then offered these tapes to potential clients. Listen to the tape and make up your own mind whether you think it's right for you and for us. And it's given us complete understanding and another position to the customer. Because he now asks us, "Well, does that mean that you have to decide whether you want me as a customer?" OK, it means we both have to agree. Not only you, we both.

## 8. Insurance and Benefits Consulting Group.

We serve a very narrow niche in the marketplace, people who are 55 to late 70's who have a net worth of \$3 million or more. And so you can't just say, "Who do you know?" Because the services don't apply to a broad segment of the marketplace. So what we try to do is make it as easy as possible for the people to refer us to people they know who fit that demographic profile. First of all, your referral source has to be one of those people. And secondly, we, for example, have a list of all the landowners in North Carolina that own more than a thousand acres of land. And if we're dealing with somebody who is in the real estate business, and it's grouped by county, we can take them through that list and they'll say, "Oh yeah, I know so and so, you can use my name." We'll take a DMV list and we will sub-sort that list prior to asking.

Another thing we'll do is, if I have a particular community that I'm targeting, I will first go to the key CPAs and attorneys in town and say, "I'm not asking you for a lead. I just want to know who are the key, wealthy people in this community." And then I'll go to my client base with a sub-sorted list and I'll say, "OK, bang, use my name, bang, use my name." That way, I have instantly sub-sorted the list for them so that they just check off the names.

## 9. Computer Software Company for Retailers.

We get about 35% of our leads from referrals and about 35% from direct mail. Our market size is about 7,500 clients. What we do is a direct mail piece to all of our prospects every other month. In the interim months we send a personalized letter to our clients, our key prospects-people who are in the queue, someplace between demonstration and proposal enclosed-and industry consultants. And we try to do a value add with that, whether it be an educational piece or a premium. One of the best things we did was to send Howard Sewell's book Consumers for Life. Howard is a Cadillac dealer from Dallas. We negotiated to buy five hundred of them at about \$3.50. But we mailed them out on our direct marketing list and we ended up with doing about \$200,000 worth of business off of that base list of referrals. So the way we get referrals-I guess we actually give people bribes. I guess we give them education. We try to position ourselves as a value-added resource. And I guess also part of that is we teach all of our sales people to ask for referrals. I mean, I'm just amazed so many people don't ask. We ask people who elect to go with someone else for referrals. Because they all know who all is looking. So we found just by having a systematic method of communicating with key consultants or clients-which in our case is every other month. By the way, we have a budget for that of \$5.00, on the average, over a year. Per person. So that's \$30 per person times 500, or \$15,000. Which is probably one of the best returns we get on our marketing dollar today

#### 10. Photographer.

We have a three-step program with our high school seniors. I photograph about 300 seniors in an eight week period every year. And when the kids call in to initially book, we educate them about the whole process, but we also recommend that they bring in their friends at the same time. About half of them bring in someone else. And we photograph as many as seven, eight kids at a time. Which makes it sort of a zoo in the studio, but each of the kids who comes in then gets a free 11x 14 of the group shot. It takes nothing away from our individual sale, but those 11x14's normally list for \$94. We develop goodwill and get the kids in. Second stage in when the photographs come back, we put in a gift certificate either for a friend of the family or a family portrait. And then after that, when the photographers come back and they're in their hands for a few days, I do write them a thank you note. And you'd be surprised how many people call us back with thank you's for the thank you note.

#### 11. Unknown.

We do business with institutional investors. So they're very hard to reach, How do you reach a CEO? How do you reach the top person? It's very difficult for telemarketers to do that, direct mail or anything else. So by going out to retired executives, former regulators, anyone who has contacts with the decision makers we approach them, show them the contract they can sign. We pay them 10% of the gross production we do. Because 90% of our business is now in nonregulated products where we're able to do that. We can't do it in the regulated products. They get excited. Now we've got referral people bringing us other referral people who are friends of theirs. About 20% of our business is from referrals, but it's growing rapidly. One customer will average \$250,000 a year. So, you know, 20% of our business now is about \$20 million a year.

#### 12. Product Development and Marketing Company

A source we discovered not too long ago was vendors. Vendors love to give a referral, because that gets favor in their column, and they also generate more distribution for their product.

#### 13. Consulting Firm for Executive Information Systems.

We create graphic systems for executives. if you want to visualize it, Boston Chicken has a map of the U.S. with all the locations of their stores and they click on a location and the statistics related to that location come up. Currently, in our industry, a large majority of the marketing dollars goes towards educating our audience, executives, about technology reducing the fear. As a small start-up company, we really couldn't afford to educate our potential buyers so we needed a way to, in a sense, let our industry educate our buyers to the point of sale and then strike. We needed some indicator of companies that were going to make the shift to executive automation. One was the software they were purchasing in-house. A large expense that software companies don't like is having a field sales force go and do one-day demos. So we partnered with the software vendors to go do the one-day demos in our geographic area. And, in return, we get the first crack at all the companies who are at the point of purchase. The cost of educating contacting and closing a sale for a customer in our industry is typically \$3,000 to \$5,000 per customer. But now, we receive ten qualified, ready-to-buy leads per week, and our biggest problem right now is a marketing campaign to hire people. And so we reduce the cost of attaining a customer from \$3-\$5,000 to approximately 30 cents in e-mail messages that go from our sales force to their internal sales force.

ADRIANWEE.COM

#### 14. Bargaining Business.

One of the things that I have used successfully-some of it Jay uses, and he may consider it sales but it's offering two for the price of one. If you have a seminar, this applies to anything where there is participation. If you have a seminar and you're selling it for \$195, you say for three to four it's \$175 A piece. For five or more it's \$150 apiece. That way you have the people who get the brochure going out and doing your selling for you. And really, that's a referral system on the front end.

#### 15. Tape Resources.

We had a system of referrals that seemed to be working. And I did it rather unscientifically. Whenever somebody would call and say, "So and so told me about your business," I would send the referee a certificate good for 10% off We have a certificate all printed up, and I would send it out. And it would say thanks for referring your friends and associates. But then, when I was listening to your tapes, you know, prior to coming here, I decided to get real scientific about it. I wanted to find out what it cost us to get a customer. We were figuring it must be about \$50 to bring in a new customer. And an average customer probably spends \$300 at a crack. And I don't know what the volumes are over the course of a year. But I was just looking at the \$50 figure and I was thinking that we could even instead of sending a certificate-which could be worth anywhere from \$ 50 to \$ 100, if they spend a thousand it's worth a hundred-but we might just send them a \$50 bill in the mail every time they refer someone to us. Because we're going to spend that \$50 anyway. And so we were looking at relatively scientific ways to pay people to do what they're already doing. But to really get them excited about it and send cold cash in the mail.

#### 16. Industrial and Homeowner Rental Equipment.

We deal in large stuff. Skid loaders. Trenchers. Back hoes. After I had spent all my capital budget, one of our competitors decided to go out of business. It was a father's business; and the son had a first love for training military and police. And he wanted to set up a new company dealing with a new targeting system. So we bought some of their equipment. I asked, "Can we send you and your family on a vacation to Disney World for your customer list?" So I got him a corporate American Express Card and told him he could spend \$5,500, and he gave us the list. Then I said, "I'll help you put together a new business plan if you'll help us implement this customer list. First, write a referral letter that we can send to all of them. Secondly, we'll follow up with our own packet, And third, we need your contacts and support. Since you really don't have anything for your general manager to do while I'm getting your other business funded, and I've got a real problem in terms of losing managers, can he work for me this summer while we're waiting to get you up and going? For about 60% of what he was making before?" Now, he's working for us as a manager and helping us in the purchasing area and some marketing, as well. It's working.

#### 17. Automobile Dealer.

The luxury car business is a big referral business. We're about 60% new car referral and about 30% used car referral. just to give you an idea, there's 180 Lexus dealers in the country and we're about number twenty. First when we deliver a car to a customer we ask them if it's all right if we, send letters to the neighbors. We keep crisscross directories and then we send what we call a beautification letter to the neighborhood and say if you noticed your neighbor got a new car, here's where he got it. If you're interested we'll be happy to come by and show it to you.



All of our salespeople are totally computerized and have a bank of maybe 100 different letters available. And we do about 300 to 400 letters a day, just normal business. Second, for people who buy, we send a big white thank-you cup to the office. They walk around with this cup that has "thank you" on it, and on the other side it has our name. So people are always asking, "What is the cup?" And we get referrals that way. Third, after about the third week, we call the office asking for referrals. By that time the cup and things have hit-so they're using those as instigators to pull referrals. We get and exchange a lot of referrals from other automobile dealers. We say, "If you've got somebody, Who asks about a Lexus, send them to us." We're not going to bury your product, We won't say bad things about you. We will just explain the thing. The other salesman who refers them looks good because he sent them someplace where they've been well taken care of Everybody's polite and everything is nice so he looks good and we're happy And we do the same exchange with them. We will send somebody over to them, and it's very effective. We get a lot of people here. We find that most people that refer to us just want the people to be taken care of. I mean, we do have programs where we pay referral fees, money and all types of things. But most of the people just want their people they refer to be taken care of. They want to be proud that they referred them to somebody that's going to take care of them. We've done things like art shows for the community. We would bring in art galleries, hang three or four hundred pictures, keep them up and invite the community in that had nothing to do with cars. We don't allow any selling at that time. What it does is exposes people who are somewhat intimidated to come in and visit us, Or someone who's never been in to visit us. We get people we normally wouldn't see. And they come in and they enjoy the art. But then people start saying, "What an experience we had there. We should talk to them." We do golf tournaments. We do hospice. We're a big hospice supporter. Things like that. Follow-up is the key Referral is generated from follow-up. We've had some people we've followed for three years before they buy a car. You know, I have one guy that I personally waited on, he came in at least ten, fifteen times. I mean, we're real good friends now.

#### 18. Apartment Complex.

Our industry typically asks residents to refer other potential residents to the apartment communities, and generally pay somewhere around \$100 to \$200 for that referral. We made a game out of it and gave everybody a little card and said, "For the first one, we'll give you \$ 100. and we'll go sequentially all the way), up to \$900. If you refer nine people, and every time you refer somebody after the ninth, you will receive \$900 as a rent credit off of your month's rent. That's worked real effectively. And we expanded that and said, "We're going to offer you a lifetime referral fee. So that if you live in one of our properties and then you move out-and assuming we didn't evict you-then we'll pay you a referral fee of \$150 for as long as you live. And that's worked also very, very well for us.



## 19. Consultant.

When the client is a large company, the client itself is a big market. Earlier this year, we made a conscious decision to start asking for referrals within the client organization. When someone came to us with a complaint like, "You know the work we do and we've really helped you. Would you be willing to recommend us to that other person in your organization and to formalize that process?" It's worked tremendously. What we've found is that, maybe the company has let's say a million dollar consulting budget, and we're getting \$200,000 of it, but there's also these departmental budgets over which these people have discretion. And if you get through this referral system you can tap into that departmental budget, which is a completely different source of revenue within the client than the main contract you may have with the total organization. So if you're inside a big organization like that, it's a really tight referral system. Very lucrative.

## 20. Audio Tape-Set Publisher.

On the back of all of our business reply envelopes we have an area where we ask for referrals. It's something to the effect of "if there's anybody who you think would benefit from the types of programs we offer, give us they're name and address and we'll send them a free catalog." We get thousands of referrals every year. A good portion of which turn into customers. They tend to be good customers.

## 21. Life Insurance Business.

I would have meetings with my clients for their birthdays, And I'd either take them out to breakfast or lunch. And in those meetings I'd sit down with them and ask them to tell me how they started their business. What makes it different? What are some of the things that are different about you? What makes it great? I'd say, "Tell me one or two things I could do to really improve my business. Who would you call on if you were in my position? Do you know two, five, ten, a hundred people?" And they start listing people. "Tell me about them. Tell me about them." What happens is you end up with a referral system. And of course, you just keep going with that.

## 22. Optometrist.

I send very simple, blank thank-you notes, which I hand write, to patients who have referred me to other patients. If you have "Dr." in front of your name, lay people are really not used to being acknowledged, much less thanked, by doctors for doing anything for them. And so, when you do it, it creates such a large impression on people.

## 23. Multi-Level Health Products.

I'm accredited by the State of California to give continuing education credits to nurses and, now, Certified nursing assistants. A lot of nursing assistants were calling me because the people in Sacramento, from the main office, refer people to me. I also have a tennis coach who is now referring me to other people, too. And we've worked out a contract so he's getting a percentage.

#### 24. Mortgage Banker.

I help attorneys close probate in about half the usual time by making loans to executors, administrators, and trustees or trusts. Referrals are more than 90% of my business. I consider the attorney my client, and I tell him or her so. What I make very clear is that I have a selfish motive for doing a very good job. It's because I want you to be so impressed that you're going to go back to the attorney and tell him or her what a great job I did. Because I not only want your business, but I want that attorney to refer me to that second, third and tenth deal. And now I've been doing it about four-and-a-half years. I do a lot of other things to generate referrals, too. Even though I'm not an attorney I belong to twelve bar associations, probate sections and Paralegal groups. And I do seminars.

#### 25. Real Estate Agent.

Referral business is the biggest way to get clients. I try to educate them right from the first appointment how important referrals are to me. And I let them know that when they list their house what typically happens is a sign goes on their house the next day. And they're going to go to work and tell their coworkers that they're selling their house. And they're going to come home and their neighbors are going to ask where they're thinking of moving. And their friends are going to ask the same kind of questions. Ultimately, they're going to run into other people thinking of buying or selling, real estate. So what we've done is we've been asking right from the first interview for referrals, and we ask all the way through the process. Not just at the end of the sale. And we're usually getting at least one referral from each one of our listings, because now they know how important it is. And we do give them something to thank them after the referral, which is good. We give them a 500 minute calling card, good to call any, here in North America. We don't tell them that until after the referral, then they get the gift. We kind of program them that they get something for every referral.

#### 26. Holistic Herbal Medical Products.

My company is primarily mail order. I teach natural medicine through the mail. And I have a lot of students internationally I'm also a private membership company, so that when you become a member with me you get a little number. Well, what I did with referrals is I made up "thank-you bucks." And all my students have to do is take my brochures and put them in health food stores in their local town, put their member number on there, and, any time that comes in, I automatically send them "thank-you bucks".

#### 27. Dance Studios and Instructional Dance Videos.

We did a referral program last year. We gave away free dance lessons or money to people who brought me customers.

#### 28. Mail Packet for Engaged Couples.

I capture the names of engaged couples. And it's given to businesses. They pay a certain amount per month and then they can put something in a packet that goes to an engaged couple. I ask not only for referrals but most of business are interested. I've made a sheet, 8 1/2 x11 , and I've listed all of the possible businesses that are applicable. While I'm filling out the agreement-or even if they don't become involved with it-I ask, "Would you help me with this?" Because it's important who you're involved with in this program. So, it's just as important to know who not to go to as who you'd like me to go to. So what they do is, I just have a box, because if they have to think and write down names I'd probably only get three or four. I have categories like florists -- Jewelers. You know, different businesses so they just check off boxes. And then a lot of times I have blanks at the end of categories that a lot of the time they fill out. People I haven't thought of I do this before I go into an area. I look in the phone books where the bridal registries are. Different things to get those names. And I also ask them would you please cross off those businesses that you've heard something about.

#### 29. Internet Publisher.

I started in business on the Internet in July of 1994, and in July of 1995 I had a little over 100,000 customers in 80 countries. I wrote newspaper columns that, at the time, appeared in no newspapers. And it's very entertaining. What I do is retell what are generally called human interest stories. I take stories out of the newspaper, I retell them and I make some nasty comments on them. I encourage people to forward them by e-mail to whoever they want. And every single piece of e-mail I send out has a marketing message saying, "if you want to get this every week, here's how you do it." Just recently a reporter from the New York Times ended up doing an entire article on me and my product. Twenty-six column inches in the New York Times! It was very nice. But the question is how do I get paid? Because I'm not using the traditional syndicate route, my first several clients were not in the United States. I used this international reach to expand locally from Day One. So my first client was in Canada. My second client in Sweden. And they're translated. And they're paying me \$3,000 a year to run my stuff. And all I had to do was put their name and their e-mail name on my distribution list, who not to be referred to. I know who or what.

#### 30. Cooking Food for People With Allergies.

Basically what I've been doing is cooking privately for people who cannot have any meat, wheat-which is regular flour- dairy, and very little sugar in their diets. They have an allergy, sensitivities to them. What I've been doing is creating products. Cooking all of their meals. Everything from their breakfast items, their snacks, all the way through to their dinner items, their rolls and also dessert items. I've been taking

that and creating products to put out in the stores, in the market and mailing. And what has happened from these couple of clients I started with is I've gotten more clients by referral through them. People are calling me up saying, "I hear you have this, I'd like to buy."

### 31. Insurance and Investments.

We have a genuine insurance crisis in California that was fueled by the Northridge earthquake in January of 1994. In June of 1994 there was a moratorium placed on homeowner's insurance within the state. I am also a licensed insurance broker and we created some markets for homeowner's insurance. And as a result we have people calling us front title companies, realtors from counties all throughout the State of California. I market a particular investment. We took the investment and we put it in graph form, and I hand those out to existing clients, And a client can see graphically where they started with this particular investment. And this particular investment has increased by 950% in the last 15 years. So, when they can see where they came in it makes a significant difference. And we only started doing that about two months ago. And our sales are up ten times what they were.

### 32. Commercial Real Estate.

The Society of Industrial and Office Realtors, about 1,400 elite, very accomplished and high-reputation realtors all over the country and now all over the world, exists strictly for referrals. And I get referrals from all over the country I give them out, too, We have a referral fee format set up, as well.

### 33. Coaching Program.

A great way of getting referrals. He really focuses on his client base and works only with twenty relationships. He just works on those core clients. He spends all the time with those twenty people and he does such a good job for them, he becomes so valuable for them, that they automatically give him referrals. Take a look at all of your files and pick out the twenty people giving you the most business. And then go hire someone to look after the others who are giving you minimal business. One thing I do that I think is valuable: I spend a lot of time with my core clients. And then I'll sit down with them and say, "Let's go over individually who are the people you can recommend to me." Then I have them personally call the people they put on that referral list. I get back to the people who gave those referrals so they know what happened in the process. If we get a sale or a new client from their referral, we send them a nice gift.

### 34. Recruiting Consultant.

I depend on having people to place and of course companies and people to place them at. So I start giving away names of people I trusted, knew were good, to other recruiters who I knew also needed, good people that I couldn't place right now. Because you turn up an enormous number of names percentage wise that you can't use. I place maybe one percent or less of the names that I actually generate. So what ends up happening is I've started this reciprocal process where I was giving away stuff. And then when I got in a jam I could call the same person back up again and say here's some more. On the client side, when the contract was winding down I would ask them, "Who would you like to see me work for?" Which implies who don't you want to see me work for, which is namely their competition. So I would get all of these high level referrals to new clients from existing clients because they didn't want me to work for their direct competition.

### 35. Antenna Company.

We have about a \$40 million business that started with referrals. We wanted to sell the top twenty cellular phone companies in the country. Each one had about 100 locations. We tried going to the twenty buyers and I got thrown out of about twenty offices. So what we did is we went into their markets. First call, competitors had no problem. Second call, maybe they had a few. By the third call, I had listed ten things. Every single branch of every single carrier wanted the same thing. So what we did is we went back, basically gave them what they asked for. Each one of them thought we custom-designed a product based on what they told us. And what we did is we'd go in and say, "Here, is this the product you described?" They would say, 'Absolutely,' then, are so thrilled that they wanted to help us. When we asked them if there were any other market; where they might know somebody that might give me an opportunity to get my foot in the door, they'd give a list of names. And when we'd go there they had already called. Because in their mind we were marketing the product they "invented".

### 36. Training Company

I've heard people say how important referrals are. The statistic is that one referral is worth 15 phone calls. And what we teach is that most people agree on the value of referrals, but they have an unfounded or founded fear of rejection for asking for them or what they do with them when they get them. First, you've already got reciprocity by getting value to your customer. That allows you to go back and ask for something in return. So you go to those customers and ask, "Did I provide value for you?" If they say yes, say, "Here's what I would ask in return. Give me the five names of like-minded, similar customers, When you call that person, you say, "So and so asked me to give you a call, And I hear you're very talented at X." And then you can say, "Is that true or is that just a rumor?" That gets them to laugh. You introduce yourself last, Because if you introduce yourself first, then they're going to want to know, what this is all about and they feel sold. So add value, get the referral by giving more than he expects to receive, then find out what they like about the referral and then follow through with a phone call.

### 37. Painting Contractor.

A customer asked to strip all the paint off her house. I said, "I can't really do it with any estimate. We'll do it by the hour." And I gave her a very low, rate. And I said, "I think it will take four or five days," On the ninth day I said, "I don't want to make any more money from you." And she almost cried. I said, "I just want you to pay this particular worker by the hour." And we came to a fee that was two dollars more per hour than he was earning. So she said, "You're going to get a lot of referrals,"

### 38. Health Club.

Fifty percent of my business is based on referral. When I join up a member and I sit them down, the first thing you do is you tour them around and sell them on service and results. I say, "There are two things I ask of you. First thing is that you come consistently to the club and use it. And the second thing that I ask of you is that when you have friends, make sure you refer those fiends over to me so I can take care of them." After I get the results, the key thing that I ask from them is, "Can you write me a letter of recommendation? Can you take five minutes of your time-since I've taken my time to make sure you get your result)?" Out of a hundred people, fifty people will do it.

ADRIANWEE.COM

### 39. Mortgage Business.

The referral system is 100% of our business right now. I am in the top one percent in my industry in the country. When I sat down I transferred my knowledge to them. I shared with them. I made a point to tell them that I expected to get referrals from them if my performance is what I told them what it was. And so it was very important to us that we did deliver the service that we promised them. After nine years I noticed that I was only getting the transactions other people in town couldn't figure out how to put together. And the first time through we'd go ahead and put the deal together for them. Then it would be three or four months before we heard from them again. So I informed them that we're not going to be able to do business together. Because the quality of leads they were giving us was not fair to those other people that we were doing business with. I had explained to them that there are a lot of judgment calls that go into making loans to people. And the relationships that I have with underwriters and - incumbents calls that I have with our staff as to how we put together those packages play a very important role. And if we were to start submitting these tougher deals then the quality and the respect we would receive from them would go downhill. So I would explain it to them that we're more than happy to assist them get through the transaction because we are probably one of the few people in town that could get them into that home and to let them know what our value was. From that time forward the growth of the company has just been tremendous.

### 40. Fitness Club.

Our clients are our friends. We really pamper those people who come to see us. We give to each one of our new members two invitations to invite a friend of theirs to come to the club with them and many times we get requests from our older members as well. This is very effective for us because we rely 100% on referrals.

### 41. Stockbroker.

Clients are hesitant to give you referrals. Because they fear that you might not do a good job for a friend of theirs. Or they may lose a lot of money even though you've made money for them. Once or twice a year, I go from A to Z to every single one of my clients. And say to them, Almost my entire day is spent managing your money and taking care of your investments and keeping track of what's going on with everything you own. And then disseminating that information to you. I don't really spend a lot of time bringing in new customers. By referring someone that you really feel would benefit from my service to me, I will have more time to spend doing what I do. Which is servicing your money. So, I would ask, "Who do you think would be in the league that you are in, or higher, that would benefit from the type of service that we do?" And people would just start giving me a list, The quality was phenomenal and the closing ratio was extremely high. But the guy that just started reading names out of a Rolodex, a lot of times you did not convert maybe more than one out of the ten, But the guy that gave one or two I would close a higher percentage of them. The average commission per client per year, worst case is about \$3,500 per person take home.



#### 42. Complimentary Medicine Practice.

I'm a medical doctor. And it was essentially 100% referrals through word of mouth. Patient to patient, family member to family member. We took information on what we did and brought it out to the media, to the politicians, to the legal system. We then were essentially invited into the system by the physicians. And now I get referrals from the president of the Canadian Medical Association. Very high-level physicians with very, very tough cases. At first they were test cases to see if we could produce. And now, we've got so many cases that it's impossible for me to see these patients on my own. We have a waiting list that is well over a year.

#### 43. Dentist.

We wait for the compliment before we do any type of asking for referrals, Because if we do it any other way it's pushy And so, we have our referrals in holders at every work area and every room on the counter at arm's length on both sides. And when the patient says, "Gosh, that didn't hurt at all," we say, "That was very nice, thank you for the compliment." And we reach and we get a card. And we put it in the patient's hand and we just clasp the hand. And we say, "You know, we do no advertising. It's only through word of mouth that we get real nice patients like you. if you have a relative, friend or co-worker that you'd like to refer to this office, it would be real nice."

#### 44. Service Business.

We have high-volume consumer bankruptcy offices. We're seeking to sell our system to other Attorneys elsewhere. Most of you know what Chapter 13 trustee is. Basically, a person pays their debts out of a Chapter 13 bankruptcy, to some extent anyway, And they pay a person called the trustee who distributes the money. Well, that trustee works with attorneys and creditors. He's basically a conduit between the two, and the attorney, of course, represents the debtor on the debtor's side. We have contacted trustees in other cities to refer us-to give us names of attorneys who they believe in that they can trust, that they have rapport with. Then what we do is contact that attorney and say, "You have been referred to us. " We write them a Jay Abraham style letter, a very long and voluminous, extraordinary adjective-filled letter-Jay Abraham style-to the attorney And we already have three in the process. And I've written three letters. So, those are potentially probably half a million to one million dollar deals. Each of them.

#### 45. Furniture Store.

We have a multifaceted store in which we sell retail refinishing. We don't ask for referrals, but that is our backlog of work. It's just referrals. People just come to use because we delight each and every customer. I have four guys working in the back and we have approximately six weeks worth of work for them, And I don't advertise at all when we refinish. We do send out questionnaires and we ask, "Would you recommend us to a friend?" Whether we sell a new piece of furniture or refinishing, we really believe, from the guys putting their hands on the work, to getting it in to the customer's hand, our purpose is to absolutely delight them. Whether I lose money on a job or not, it goes out the door right or it doesn't go out the door.

#### 46. Chiropractor.

Most of my practice is referral. I haven't treated a patient in four years myself who hasn't been directly referred to me. I have associates who treat the ones we get from other things. But what we have found is that you can have many, many satisfied patients who don't refer. We have what we call regiment reaction. We have something that we say specifically, or a topic that we cover specifically for the first fifteen times we see the patient. And it just takes them through a whole bunch of things. And it's basically education. And you modify it to the patient and the situation. But the beginning of it is built towards building your confidence. The second phase of it is geared more towards educating them. And then the third phase is more specifically asking them for the referrals. Because by then they have confidence in you. They know what it is you do.

We have a game we play with our staff called "Gotcha" game. I have patients who are begging you to ask them for referrals, and they don't even know it. For instance, they may say, "Boy, you're busy today" Normally a doctor kind of downplays it. He doesn't want to look too busy. Well, my line immediately is, "Yeah, I am. You know, I've got lot's of great patients just like you. And they're constantly sending in their fiends and their family. Who are you thinking about sending in?" They say well, "Yeah. I've been talking to my neighbor." Or, "I've been talking to so and so." Or they'll ask a question, "Well, do you treat headaches?" But they always have someone, because we've raised in their mind the idea that we really appreciate referrals. Tha our patients get a lot of attention for referring. And they want recognition. They want attention. They don't just want to be helped on a health basis. You'll have to be extremely consistent. You've got to never stop looking for a chance to ask, or what I call plant a referral seed. You've got to be so excited about what you do that the patient also feels that excitement. That it's a natural occurrence to want to ask them to send other people in. You've got to be so excited that you couldn't possibly feel bad about asking them for a referral. In fact, they should feel great about referring people to you. But if they don't feel that from you, they're not going to do it.

#### 47. Management Training Seminars.

I get names and addresses and then I call people and ask how they're using the materials. And I'll make a comment like, "Well, I don't suppose your senior management would be interested in any of this." And they'll say, "Oh, no, they really would." And then they start selling me on the referral.

#### 48. Trainer for an Advertising Agency.

I train Realtors on how to do personal marketing. What I discover is at the end of my presentation which is in essence a sales presentation-they are excited about what I do. When I look at them and I say, "Guess what, I'm still in the area. I'd still love to visit some more people. Who do you know, that would really enjoy this presentation?" I make them look good to their peer group, because they're able to say, "You've got to hear this." Usually, I get between two or three referrals out of each person. If I get a person who is that excited about what I do, they feed me into other people. I pick up the phone and say, "I talked to so and so. They told me to call you. They were really impressed. Let me tell you what I'm here doing. I'd love to do the same for you."



## 49. Unknown.

What I've noticed in my practice is that a lot of the results that I've produced come out of where I'm standing and the direction of the conversation that gets generated from that position. At times, when the practice was down, what I noticed was that if I was speaking from a position of need-really, coming from a past event-no matter what I said, no matter what I communicated, came out really unclear with very little result. When I'm speaking for the possibility of something greater in the future, and talking to them about what can be generated for their families, what's possible for who they know and it's something that has yet to happen, the results that get produced are much greater.

## 50. European Skin Care Business.

We basically placed ads and said, "Free facials, limited number." And since it's empty anyway, when you start, you just give away free and it results in \$75. For every ten people who come for a free facial, an infinite number will go forward. And what that total is the average person coming for free is worth \$75. Fifty percent of the people who come buy at least a hundred dollars worth of product. And if you buy -a program-which is six facials with a 33% drop in price-we give you four referral cards. We put your name on the back, and they're for your friends. And if your friends come in, for every friend that comes in you get a free facial if they buy a program. And we also do that with all the women who work in the department stores who sell skin care and cosmetics. And when the cards come back through, we track back to who had gotten it and we notify them. And anybody that sends in a referral, they get a nice note saying thank you for the referral. And if they sell a program they get a different version of the note saying they did buy a program and you have a credit toward a facial.

## 51. Heating and Air Conditioning Replacement Business.

We step them through a process that's very orchestrated, very scripted. We show them referral letters and we explain to them exactly what we're going to do for them with their heating and air conditioning system. As they're looking at these referral letters, we say to them, "Now isn't that the type of letter you'd be willing to write if all of the things that we were saying were absolutely true?" And, of course, they answer yes. At the end of the presentation after we close the sale-and we've used a lot of assumptive techniques as we close that sale the last thing we do is we hand them a business card after we've closed the sale and say thank you. "No" we say, "I have a surprise for you. Your business has been referred to us by such and such, and you get fifty dollars off of the price that you've already negotiated and that you thought was a good price. And further, if you get to do this with one of your friends, we'll be paying you fifty dollars for the referral and also giving the same fifty dollars to your friend."

## 52. Unknown.

When I do get referrals-which are the majority of my sales-I call them personally and thank them. I offer ten percent off to any of their clients who are referred to us.

### 53. Shooting Range.

Shooting Range - we give away special business cards to our members. On the back it says, "Free Range Time." We ask our members to put their initials on the card when they give them out. We encourage them to give out three to four at a time because people like to come with friends or family. We allow members to bring up to 24 guests a year at no charge. Probably 30% of these guests become members and a great many of those that don't will return as customers on a pay-asyou-go basis.

We give our customers business cards with, printed on the back, "free range time." And they can put their initials, and we encourage them to give three or four at a time, because people like to come with their friends or their family. So I'm known and my business is known. So this Nerv liberal radio personality mentioned it on the radio, today that he's going to go out tomorrow and he's really going to find out what guns are all about. So the members and the customers really do excellent PR for us. And in addition, we let our members bring 24 guests a year at no charge. Of the 24, probably one-third end up becoming members. And those who don't buy memberships. They'll just pay as they go and we make more money on that, anyway One of my members called me up and asked this liberal, anti-gun., left wing radio commentator to come and shoot with him on Saturday And he wanted to know could we reserve a lane for them. Now, I do a business report for this radio station every month,. which I don't get paid for. But I don't pay for the air time and puts my name and the name of my company in front of the public every month for free.

### 54. Financial Planner.

I explain to people up front the first time I meet them that part of our fee is that I need to get five introductions from them. And I explain to them why it is that I need five because out of the five, two people will probably so no thank you. One person will probably, already be working with somebody, which leaves two people for me to sit and speak with. Which is what I really need from each person because out of two I'll get at least one, or in most cases two. But the second part, as I explained to them, is that the vast majority of the people in my business spend a majority of the time cold calling people, So once I get in front of you, the pressure is on. You know, "You've got to buy something" or "I've got to sell you expensive products or higher fees," or what have you. And because- I spend probably less than 10% of my time doing that." Only 1% of my time is spent on the phone trying to get appointments. Because of the success that I have calling people who have been referred to me, probably about 65% or 70% of my business comes from referrals a vast majority of it. But then they understand the reason, the rationale. The additional time I save that I'm not doing the marketing or the cold calls I can spend doing the research and the planning and things.

#### 55. Bar Code Company.

We have two referral programs. One of them we call Happy Letters. These are endorsement-type letters. And we blatantly pay our sales reps \$10 for each one they can get. "I'd like to have a referral letter. I'd like to have you write down how to use our product"-and they do. I've been very successful at just asking. And we take extracts from those and put them into collateral sheets by market segment so that we can send out a piece of paper to an industry. And our second referral program is for our resellers. We have a very complex product to produce and a very long lead cycle to close a sale, Sometimes six to eighteen months. And most resellers, if they get into something they don't want to handle all the way through the process, they'll just turn it over to us and we'll give them four percent of the revenue for the first year.

#### 56. Plastic Surgeon.

I send out letters quarterly to our old patients, and in there we describe a case history, someone who's interested in a type of surgery. What they've had and how they felt about it. And then we enclose a certificate for them to give a friend with a free consult to come in and see me about a cosmetic procedure.

#### 57. Life Insurance, Annuities and Mutual Funds.

Life insurance and annuities I sell have, as an investment feature, mutual funds. I get probably 60-70% of my business as repeat business because I've been in the business about 30 years. And I got a lot of referrals from my present clients primarily because I've helped them make money. It's not hard to get people to give you recommendations when you've helped them make money themselves. Any time I make a sale I ask for a referral. But not just for anybody. I ask for the referral I want-that might be the fellow, down the street who is his competitor. And I usually ask the direct question. Like, "Do you have a brother?" Or if you're in the plumbing business, for instance, "Who is your biggest competition?" But I never ask the vague question for a referral. I always ask a question that a man has to have an answer to. And then usually I ask him, you know, to do some follow up. Either make a phone call or to write a note.

#### 58. Sales Rep for AT & T

I use referrals 100% of the time I have two referral systems I use in order to get business. And I don't have to do a lot of cold calling. The first one externally I do a referral system where I'm a member of the Chamber of Commerce in my area. And, because I'm really involved in the Chamber of Commerce and people know that I have successfully helped other members of the Chamber of Commerce, they automatically give me referrals. About four times a week I get a referral from the Chamber of Commerce. I have about a 75% closing ratio. And then my internal referral system is within my sales organization. I have built a certain niche of expertise. I handle certain customers who are with resellers. Like a customer, a reseller named Syntex. I have a certain expertise in selling against Syntex, including implementation that's less than twenty minutes, but because all of the other sales reps had heard my success with Syntex, they are willing to split the commission just to have me come out and do a call with them in order to have implementation go so quickly. I usually do about seven to eight calls and normally close seven to eight. Another thing I do is network with the other AT & T sales reps who sell data and hardware equipment. And they'll call me for referrals. So I've been around for a while.

## 59. Unknown.

I have several different businesses that we ask for referrals. It's probably one of the easiest methods of sales we have. We offer premium incentives to the individuals who give us referrals. We're very aggressive in asking for them and training our sales people to ask for referrals. About 80% of our business comes from referrals.

## 60. Carpet Cleaning.

For years, we had our technicians trying for referrals as soon as the customer starts to ooh and ahh over how well we're cleaning their carpets. They pass them a strip of three postcards to address and fill in and sign to send off. I've made one change. My sales staff is now alerting the customer that we will be asking for this when they see how good a job we do. I get a 20% return on this. At \$20 a person per year, times 500 people a year that makes a big difference.

## 61. Festival Promoter.

When we do our follow-up calls after a festival, we have our telemarketers request a referral from each participant. The best telemarketer can usually do about 75 out of 100. The worst one will get about 30% of our business is referral generated. Each client can earn between \$3,000 and \$30,000, so the income is not inconsequential.

## 62. Positive Thinking Seminars.

I give Weekend seminars and people can re-attend if they pay \$50, which is an advantage over all other ones. Because usually they have to pay the whole price again. And if they refer somebody to me, then it's free for them. And also I have 10% value that I give them if they bring new customers without being asked. And it's been going very well. I moved my business from \$125,000 a year to double in a single year.

## 63. Unknown.

I get referrals from car dealership salesmen. Without compensation. What they achieve by doing this referral is give the customer a lower price. And give a favor to the customer, does that make sense? I don't make as much profit through this referral. But I get a referral which I never would have seen.

## 64. Seminars.

We have a very low-key but very profitable referral system. At our seminars we have a hand-out sheet in the folder. And we offer a free one-year subscription to the network-marketing seminar. We'll say, "If you have anyone in your organization who wasn't here today, and you'd like them to get a one-year subscription. For each hundred people, we probably get 60% who turn in at the seminar with at least one name. Usually ten, twenty. We get another 10% who will send us hundreds, and sometimes thousands of names after the seminar. We convert 30% to 40% of those people.

#### 65. Seminars.

There are a number of different ways that we've done this over the years. We have something we call the 14 gold sheet that we use at the end of a seminar. In a large group like this we would ask each of you to suggest people who would be able to come to us and we could help them. We find in one-on-one sessions that more often we get a larger list. I was in an elevator the other day and I had a ten-second window of opportunity to pick up a client. He just looked like he should be a client. And he happened to be an environmental attorney. And we meet just this past week. Not only can I help his clients, but he wants me to talk to his managing partner, as well as his marketing director. So I think all of us need to look at everybody as being a potential referral source.

#### 66. Customer Appreciation Gifts (helium balloons).

My business is all about generating referrals. I realize that referrals were leverage because I could close twice as many of them as a normal cold lead. I started having balloon packages delivered to my customers where they worked after they bought their new car. The balloon didn't have advertising, but they're sitting at work with a balloon floating overhead. Everybody thinks it's their birthday, asks about it. They would start bragging about their new car and what a nice person I was for sending it. And within nine months my business from repeat referral customers increased about 58%. Now, we work with about 800 companies around the country delivering balloons.

#### 67. Personal Injury Claim Settlements.

Typically we deal with an insurance company's claim office. And our referrals will usually be within that same office. If we're doing business with an adjuster, we will ask for a referral to somebody else within that company or that particular office. And that is usually immediate because it will be somebody who's sitting over here. Not only does it work, but you get the endorsement of the person you're working with immediately. So you've got the referral and the endorsement.

#### 68. Workshops and Seminars.

I ask people for referral letters before I do a talk. Customers could say to his or her friend, his or her colleague, "This person is good. He did a good job for me and I as a customer will benefit by sharing the association." And that's become our fall compensation. I do the very best job I can of making my old customer look good. They appreciate it, and now I get people calling me out of the blue with referrals. That's the compensation that works for me.

#### 69. Orthodontist.

Most referrals come from general dentists. And instead of us going to visit them, taking them a basket of muffins or whatever, now we invite them to our office for what we call a Lunch and Learn. We have every office about 25 dental offices usually about every six months. So a couple of times a year they all come. They come with their entire staff. We always provide a professional courtesy for the doctors family and for his staff. But the interesting thing was we never told them. So now that we have them coming to our office for lunches we give them a tour of our office. We show them what we do there. And during that lunch it's our opportunity to share with them all these things that we can do for them and, as partners with them, to be a team for their patients in orthodontic care. And the results have been incredible. It's very seldom that an office comes and, as a result of their being there, we don't at least start one of their children or their assistant's child. Or their hygienist. Or one of their assistants starting treatment. And our feeling is if we start their staff and their children and their families in treatment, then they're going to tell their patients that's who I go to. We give them preferential rates. Where we started eight years ago was that our practice-we were producing about \$300,000 a year. had 27 employees at that time. And today we have ten employees and we had our first million dollar year this past year.

#### 70. Marketing for Cosmetic Surgeons.

One of the things I've done especially in the field of hair transplants, which is one of my specialties, send a letter out to the client base offering free transplants. You pay by the transplant. You pay the graph. Say, "If you would bring in a friend, I'll give you thirty free grafts. No charge." It's worked very well. Out of 600 pieces of mail, we got 100 new clients. The 600 pieces cost pennies because they're all computer generated. Each client is worth over the long term \$30,000. We look at referrals in two ways. One is our client base. And the other is a professional referral-hair salons. We can't pay them any commission. But we can buy advertising. We can pay them a monthly rate, we can't split the cash. But we can pay them a rate to advertise. Basically what I did was start my own organization. And I paid the salons to keep my brochures as a rental fee-to keep my brochures there. It has worked well. Most of our upper-level clients especially in the entertainment field-came through that venture I rented space from the hair salons. And that rent could go up and down. Depending on the viability the advertising medium.

#### 71. Mortgage Business.

On our quality control letter that we send out asking them to grade us on how well we did or didn't; there's a place for three names, referrals. A couple other things we do is send out a letter once a month all of our old clients. Talking, educating them about something that's going on in the mortgage business. I call them approximately once a quarter to see what's happening. if they have any needs and, again, to give them some value for the phone call. Not just to call them up and bug them. And probably the simplest and most effective way is when I get done taking their loan application-and everyone has shaken hands and is getting ready to leave, I'll say something to the effect of, "By the way, who else do you think might be in need of my services?" And it's real simple but it's very, very effective. I would say right now probably 70% or more of the business we get is referral. And it's better business too. Because it's what we would call warm call. The referrals say good things about us. People aren't going into the situation blind. Plus, referrals cost next to nothing.

ADRIANWEE.COM



## 72. Photographer.

Over the years we built a wedding business that did thousands of weddings by using two referral systems. The brides would come in, we would tell them they could get a couple hundred-dollar -wall Portrait for \$20 if they sent us two more couples who hired us to do their weddings. Now, most of the couples would take a year or so to do this. So a year later they would not want a photograph of their wedding. They would want a new one and they would buy copies of that for their parents. They would buy frames, etc., so we would actually make more on the referral gift than it costs. The other referral that came from that was to have every bride and groom bring us a list of the names of everyone in their wedding party. All the girls, all the guys. And we would send them-each one of them thank you letter saying thank you for helping us that day. For putting up with us and being there early. And to say thank you we would like to give you a portrait of your family.

## 73. Business Centers (instant offices).

We realized that it wasn't really the distribution-owning the distribution-that was important. It was having the ability to find the client or the prospect. And then create the distribution around that. So, in addition to the centers we own,, about a year ago I formed what we call Alliance Business Center Network. Which is essentially a group of people in our industry I used to think of as competitors that have come together. We just closed a deal out in Europe where we added over 50 locations throughout Europe.

We have 150 locations all over the world right now of people like us in our industry. And we're getting them to focus on who the key decision makers are in the organizations that they are doing business with. Because we realize that a lot of the companies that are going into centers are going into centers all over the country in multiple locations. And if we can identify multiple-office users through people who are already predisposed to using our product, it's very powerful if we can try to control that account. So what we've done in essence is gotten all of these people that used to view each other as competition all operating under our trademark and referring business and identifying who the key decision makers are in the various organizations they are doing business with. And then we've got a centralized national marketing department that contacts these accounts, contacts the key decision makers and tries to explore a little deeper on a national basis what their needs might be. Because often the local operator doesn't think beyond just their center and they haven't even identified the opportunity. They don't even realize that this company might be in 30 other locations all over the country. First of all, we're making a lot of money on it. People are paying us a monthly fee just to be apart of the network because there are other benefits besides referrals that we built. We are also getting paid fees for bringing the sale back to a center-any individual center. So it's basically funded an entire national marketing program and allowed me to build a brand name and get a great distribution on my trademark risk free and without any real investment.

#### 74. Executive Recruiter.

I specialize in placing engineering and marketing talent with our client companies all over the country. I handle companies up to maybe a thousand people. I like to work directly with the decision makers who are actually doing the hiring. Our business is based entirely on the referral system. I am always asking people, "Whom do you know who would be qualified for this opportunity?" There are two sides to my business. I'm talking to managers making the hiring decisions. And I'm talking to candidates whom I hope to place with my client companies. So I have two sides to every sale, if you will, that I'm working on. Every placement. The two principles that are really fundamental to my being successful is that first of all, people want to be helpful. They want to give you referrals. it makes them feel good. Everybody wants to be helpful. The second principle is that you don't have to only get referrals from people whom you know who are happy with your services. Because you can say, "John, who do you know whom I should be talking to, who can point me in the right direction?" And then John will point you to Bob. And you can say, "Bob, I'm calling you because John referred me to you. This is the purpose of my call. Whom do you know?" This is short cutting the whole phone call. But, whom do you know that would be qualified for this opportunity?" And you ask that of just anybody.

#### 75. Physical Therapy

It's called a care enough to share program. Say somebody comes in and they have a back problem and I've worked with them for a few days and they're feeling better. And I say, "oh, Mrs. Jones, your back is doing much better now. Do you have any friends or relatives who also have a back problem, or neck problem, arm problem or leg problem? We have a screening program here. We can give you a little card and they can come in within the next couple of weeks, and I'll give them a 15-minute screening and it won't cost them anything." Often, of course, almost everybody knows somebody with a neck or back problem. If I do it, say, five times a day, two or three people will take cards and one or two will come in. And of those one or two-by conversion rate when they come in-we get about 30% of them.

#### 76. Public Relations Firm.

We've been built almost exclusively on referrals. Most of our client base is conservative, political and Republican-type organizations. And all of our account reps came from the political community. So what we developed early on with our initial clients was a very trusting relationship. Our account reps have a very high passion for the work they do. It's the same passion that our clients have. They're both heavily involved in these political issues. Because of this passion that the employees have for the client's work-I've gotten a tremendous amount of referrals. And they haven't hesitated to talk to other organizations about us because they know we go the extra mile. A retainer client can be worth \$50,000 a year to us.



## 77. Professional Speaker.

Most of my business is referrals. When I do any kind of program-be it a keynote or a seminar- I always stop right before the end and have them fill out an evaluation form for the meeting planner. The key part is at the bottom of the form. There is a space for the name and address block, phone number. There is a place they can check off saying, "Yes, I'm interested in having Jerry come speak to my organization. Please send me a pack of materials." Under that it says here is somebody else you can contact. And a place for them to fill out that person's name and address, phone number. So I follow up on the phone after finding out what they're needs are in, finding out what they really meant in checking the box. We will then ask them if there are any other associations they belong to. Any other organization, any other people. if a meeting planner can't meet my full fee, I'll ask if they will agree co send a letter out to all the other state associations or whatever if I do it for a lower fee.

## 78. Land Sales Company.

We sell affordable land in Arizona or in Colorado to the people in Hawaii. But we did find that we wanted to encourage our sales people to get referrals. And what we came up with was an idea where at the time of purchase, we would tell the client, "If you are like most of our clients, you probably want your friends and relatives to find out about this opportunity. Because most of our clients want their friends and relatives to end up owning property close to them. Would you agree?" And of course, they say yes. At that point we say,, "We have a special program we'd like to make available to you. If you give us the names of ten such people, ten referrals, we will give you a discount of "X" number of dollars right now." And we found that 99% of the people take advantage of the program and they give us ten referrals right there. Possibly about 30% to 40% of our business then comes from those referrals. All it takes is the actual following up, which some of the salesmen are excellent at, and some are not. Your friend or associate Mr. So and So asked us to call you. This is regarding an opportunity to own affordable property. it will only take a few minutes to explain and Mr. So and So felt that it was a great opportunity and he wanted you to be aware of it." We meet with 30% to 40% of the people that we follow up on. Some will say that it's not a good time. And unfortunately a lot of those people are not dealt with as they should be. What we've picked up from being here is that if we had a series of letters that we could give to the sales people so that they could just immediately start corresponding with those other people, a lot of them also could be converted to sales.

## 79. Mortgage Company.

About 60% to 70% of my business comes via referral from about five to six different sources. My two primary sources are real estate agents and previous borrowers I've worked with. A lot of my real estate agents call and pass on a lead to me to have me either pre-qualify or pre-approve them. And then nothing would ever happen with that borrower. The agent would never find them a house. A lot of them didn't really want to work with that particular buyer. I asked if I could continue to keep in communication with that client. I'll find an agent who does want to work with them. I'll get you a 20% referral fee. And then I get the buyer as a client. It worked. I contacted a lot of the listing agents that I worked with knowing that they get calls on all their houses. They don't like to work with buyers, but they're always getting buyers calling a lot of times without agents. I said., "Well, why don't you give me those clients I will get them preapproved. I will refer them to an agent who does work with buyers. And I'll get you a twenty percent referral fee." I expect to see probably somewhere between a 30% to 45% increase, minimum, in my business this year from that plain.

#### 80. Association.

One thing that was very successful in getting referrals was a discount off our annual convention. If we get a referral, the person who sent us the referral will get a gift. And the gift is \$25 to any charity they chose. We had a membership base of about 1,200. The membership dues were about \$275 to \$300. We would generate between 40 to 50 leads and convert those into between 30 and 35 memberships.

#### 81. Vacuum Cleaner Sale.

We sell a \$1,200 machine, and our business depends totally on referrals. We do about \$7 million a year. But our best customer, we've found, comes from customers. We require eight names to close a deal called a "first call special." As far as qualifying the leads, we have a contract that we ask for certain qualifications. We ask for the customer to be 21 to 65, married, with a full-time job, and homeowners. We have what we call a 14-day special on the referral program. if they'll call their fiends, ask them to look for us and introduce us, we'll give them a gift that has a retail value of \$200. After we've shown the four presentations, whether anybody buys or not, we also super quality- them by using a letter program. It's "A-H", so the dealers can remember what is it they're asking. "A" for people with allergies. "B" for people with better housekeeper, picky housekeepers. "C" for people with small children. "D" for people with pets, dogs. "F" for people who buy everything. "F" for people who their vacuum just broke last week, And "G" for grandparents, older people who can show during the day. And the "H" for people who work odd hours who we can show during the day. We also have another vacuum program. if they'll clear four names within 48 hours we give them a separate gift. Which we've found that the quicker they do it, the better chance we have. Our business is based on the more we recruit the more we sell. We have a second gift if they buy and come into our open house, check out the opportunity.

#### 82. Photographer.

We've implemented a service referral system in our business. There's about five different steps to completion of the delivery of a finished photograph, finished portrait. In the box with the finished portraits we include a "How did we do?" kind of business reply for them to either tell us we did great or tell us we didn't do great. On the back of that we also ask if there are any other friends or relatives who would be also interested in having a portrait made. And if so, could they put their names on their names and addresses-so we would send them a certificate good for a \$90 photography session in their name? And we get the two names of the referrals and the name of the referee, and enter those into a computer, which prints out every nice, personalized letter. The data base will also printout a very nice looking certificate saying "Good for a complimentary session." It's dated for "90 days from today." So whatever today is, It automatically adds 90 days to it. The teaser on the envelope-if Suzie Cream Cheese gave us the name of Bill Smith, we'll say at the bottom of the envelope it will say, "Bill, a gift for you enclosed from Suzie Cream Cheese". So it gets opened every single time.

#### 83. Chiropractor.

The first day I see a patient, after I've gone through the consultation exam, I explain to them we don't accept everybody as a patient. But if we do accept you as a patient we expect you to refer other patients to us, too, if we're able to help you. Is that fair enough? OK, and then the next day I give a report of findings and I go over everything with them. And I give them a little pamphlet to take with them. And then also I give them my business card with my home phone number. So if they have any problems they

call me. So this wave, they've got my business card with them all the time. if they haven't referred anybody lately I'll just say, 'Are you mad at me?' And they'll say, 'No, why?' 'Well, I was just wondering because you haven't referred any patients to me lately. Haven't we helped you?' And then on down the road maybe we'll say to them, 'Well, do you have any friends with problems over the years? Anybody in your family have any health problems?' And they'll yeah, OK, or if they don't I just leave it at that. But if they do I'll say, 'What seems to be the problem' They tell me and I'll say, 'OK. Give me their name and address and their telephone and I'll send them some material.' Of course, I don't mention who told me about the condition because that's patient privilege information. And we probably run about 25% to 30% referrals, and I want to increase that now, too. Also, if they say they have some friends or relatives who need some care, I'll give them a free coupon.

#### 84. Hearing Aid Dispenser.

When I sell a hearing aid, I tell them they can get all their money back if they refer four other people. The referrals have always run a fairly high rate, 25%, 30%, but now they're running 50%, 60%.

#### 85. Network Marketing Company

We recruit and train people to set up their own businesses-affiliated with a multi-national company. Network marketing is a vilified industry It really takes a paradigm shift for many people to start Thinking of a company within that industry as different from what their concept of Amway, or any other company that they've heard of is, and their own ideas about it. So, the way I approach many people is just to specifically say, 'This probably isn't for you, but who do you know who might be looking for another career? Who might be dissatisfied in their job? Who might be looking for some part-time income along the way?' It's a multi-step process and what ends up happening, once people really see what the company is all about, preconceptions drop away and they see what a tremendous opportunity it is.

#### 86. Consultant.

I help small businesses improve their profits through a number of various techniques. One of the ways I get my future business and keep it going is through referral technique. But every client I get, I analyze their contacts and their sphere of influence. For example, I'll look at a company, and if I've done a good job for them and they are selling to other businesses, I immediately say to them, 'Listen, I just helped you with your business, we can help all your customers who also happen to be businesses. What's that going to do for you? So why don't we set up a marketing program where you endorse me to all of your clients?' That generates a huge amount of business for me. Likewise, if they don't service other businesses.. I sit there and look at them, 'Well, what about all your vendors? What about all your suppliers? They're all businesses.' And I demonstrate to them the benefit it will have on their business by even benefiting and doing good things for their suppliers and vendors. Because it all adds to the relationship and the profitability and the effectiveness of their business.

#### 87. Financing to Probate Estates and Trusts.

About 70% comes from secondary referral sources. On almost of my printed material that goes out, I ask, 'Is it all right for me to refer business to you?' That gets them thinking this guy's looking after their interests. I offer a certificate to attorneys that says 'I'll offer a one-hour consultation and I'll review up to three of your cases.' One of the things that I've learned in surveys is that about 80% of the probate attorneys do between one and ten probates per year. Which is a surprisingly small number. So after Me pretty well exhausted the number of cases that will fit the conditions of which I tend to like to loan, what

I try to do is to push them or to see if there are other attorneys who have similar types of clients. I recently learned that by asking the right question and me shutting up and listening, I can hear some pretty good things.

#### 88. Investment Capital for Real Estate.

The majority of homes that we buy are not financed through bank financing. They're financed through investors. They offer the investors a real good deal. They usually get an 11% or 12% return on their money. And that's backed 100% by real estate. But when you're asking somebody to loan \$50,000 to \$100,000, even if it's backed 100%, they tend to be a little hesitant. Especially if they don't know the company that well. So we find referrals by far are our biggest source of new investors. So what we've set up is, for any investor who has got money loaned to us, we give them a one percent finders fee for their first year of that money that's loaned. So if somebody loans us \$ 100,000 and they bought that new investor in, they get 5 1,000 up front. And what we found is-well, we have one lady that came in and invested with us and she was really happy with what we were doing. Next thing you know, seven of her family members were also investing with us. She was helping them out because it was a good investment. And she was also helping herself out because of the referral fee we gave her.

#### 89. Sales Training

About 75% of my business currently is repeat and referral business. It's a very strong part of what I do. What I have done as a matter of practice during my training is find out a lot about the clients who are in the training and seek out leads I can give to them. So throughout the program I'll say to somebody, "You know, I've thought of somebody who might like to do business with you. Would you like that name?" And then I'll generally be seeding the audience with leads throughout the training. So they're pretty receptive to the possibility of giving me leads. And I'd certainly recommend that. Also, at the end of each half day just before noon and then also at the end of the day- I'll do an evaluation to see how I'm doing and get some feedback from the group. And some of the questions would be, "What are the three best ideas that you've heard since you sat down here today?" And if it's at noon I'll say, "What are the best ideas you heard this morning." Then I'll also ask them to announce to the group what is one action item that they plan to take action on-so it's not just a theory but it gets used in their day-to-day work. I also ask them to announce to the group how they're going to benefit personally. So they're really having to search through some of the things that we talked about and focus on how they're going to apply it.

Then I ask them to rank the value of the program on a scale of one to six. It's a little different than one to ten, so they have to think a little bit more about it. And then, one of the questions on the evaluation is, "if you were to recommend this program to someone else, what specifically would you say about it?" And I give them some space to write. And then, at the bottom of the page there is a spot for them to write down three names. And I just ask the group if they could think of three people or more, and ask them to put down the names and phone numbers of those people. And I promise to call them before I call the individual, and would it be OK to use their name? The reason I say I'd like to call you is, one of the things I teach in the program is that it doesn't do much good to call on somebody if they're not expecting your call. And I would much rather that they say to somebody, "You know, I went to this program the other day. it was really great. I recommend it and I've given your name." So, it's real clear up front that there's no surprise telephone call coming, no pressure. And then, as a gift to people who give me the referrals, I give them a two-cassette audio album "22 Proven Ways to Double Your Sales". So there's a gift attached to it, as well. And the referrals keep rolling in.

ADRIANWEE.COM

#### 90. Financial Planner.

I think one of the things that we miss a little bit is that you don't necessarily just have to get referrals directly from your current clients, but you can get them indirectly from those clients, also. We specialize in the retirement field, retirement planning, 401K's and profit-sharing plans. And it kind of hit us in the face after reading some of your materials that some of the companies we work for-we deal with about 40 different companies that represent thousands of employees-can now be our clients. And we had never marketed to them before. We're in the process now of setting up mailers and newsletters, and everything else to go out to these people. But what happened was, in the course of doing a great job for those employers, we got several employees coming to us saying, "Can you help us, too? if you're doing business with our boss, you wouldn't be there unless you were really good. So we want you to do it for us, too." So indirectly, it's a reflection from us based on their boss. So now we are basically going after those. It's just incredible. For everybody else in here, I mean the photographers or whatever, how about all the employees of the people you do business with if they're business people, or where they work

#### 91. Reading genius Training Program.

As soon as I tell them what I do, they meet it with a tremendous amount of skepticism, reservation, and withdrawal. And I charge a very high price for it, as well. At the end of my seminar I say, "How many people here could see applications of getting the genius state into other areas of their life?", and everybody raises their hand. Then I say, "How would you like a free seminar on how to apply it to any area of your life?", and everyone raises their hand. So I say, 'All right, next Tuesday night I'll give you a free seminar on how to do that, and I'll let you bring a friend.' And the room basically doubles or triples in size.

#### 92. Transpersonal Hypnotherapy Institute.

We give training's in certifications in LLP and hypnosis and personal transformation seminars in Sedona, Hawaii, and Boulder. We found our referral rate going way up. What we normally did was just pass out a form and said, "You get a \$100 referral for every person you refer to the training." Referrals went way up. The best way of doing a referral is to really follow through in the moment. We had at one of our programs a guy -who does, at the end of the session, he has banks of phones in the back and he makes everybody-that's the conformation and he does it for their own good, so they'll be committed publicly-be makes them call four people. And three-quarters of his business emanates from that. It's aggressive and it's a paradigm shifting approach, but you might even try that. That's good thinking.

#### 93. Dentist.

Anytime I referred someone to my dentist, he sent me a written thank you note and a lottery ticket. And I will never forget that. Every patient that was referred you'd end up with a lottery ticket in your mail.

#### 94. Point of Purchase Straight Referral Request.

The best time to ask for a referral is often right at the time your customer buys. Have a scripted out referral question that you AUTOMATICALLY ask every customer who buys."Thanks Sam for choosing us to redo your landscaping, we take it as a real compliment that you chose us to work with. May I ask you a question, who are two other people you know who are looking to remake their yard and create a stunning landscaping like you?"



### 95. Point of Purchase "Gift for Your Friend" Campaign

"Thanks Susan for shopping with us today. I know you'll love our "Spoil Yourself Bath Kit". Who are two of your friends that you'd like to give a complimentary "Bath Spa Sampler Kit" to? Normally it's \$19.95 for the kit, but for a limited time we have two complimentary gift certificates that you can give out to your friends today."

### 96. The "Compliment" Campaign

Every time one of your clients says a nice thing about your business, ask your power referral question. This question should be scripted out and memorized by all your team members. "Erin, I really appreciate what you just said. It means a lot to us that you get great value from our business coaching program. May I ask you, who are two business owners you know who like you are serious about growing their business by reducing its reliance on them the owner?"

### 97. Forward to a Friend Campaign

If you do aneletter, ask your clients to forward youreletter to those friends or colleagues they have who they think will benefit."P.S. Please feel free to forward this eletter to your friends who are interested in buying designer jewelry at wholesale prices."

## 97 种转介绍方案

### 1. 影像服务

我会与一些竞争对手相互推荐客户。在德克萨斯，有一家公司制作与我们基本相同的节目。有一段时间，我们正在制作一期节目，这种节目在我们所在的区域增长迅猛，制片人告诉我们：“你知道德克萨斯的一些公司吗？你们的全部工作人员都要飞往德克萨斯进行拍摄，但是我根本无法承担这笔费用。”因此，我们找到了德克萨斯的那家公司，他们付给我们占标价 1% 的佣金。

在佛罗里达州的奥兰多，还有另一家制作公司。我们询问了他们制作的节目，发现两家公司制作了很多相同的网络节目。我们相隔很远（1500 英里），他们的客户未必会雇佣我们，我们的客户也是如此。

因此，我们可以打电话给他们的客户说：“是 XYZ 制作公司提供了您的姓名。”我们主要是向这些客户介绍公司的情况。

我正在开始一项新的工作。那就是向一些与我建立了关系的人，提供我所有的客户群资料、历史纪录、费率结构，以及我所完成的一切工作。如果你需要这些资料，你必须将你的客户群资料回馈给我，我保证将来不会争夺你的客户。

### 2. 宾馆

我们有一个非常简单的转介绍方案。只要您为宾馆带来九位客人，就可以享受宾馆提供的总统套房，价值最高为 200 美元，并附送晚餐。知情人将这条消息告诉了一家杂志社的编辑，并将它写成了一篇文章，在全世界发行，自此，产生了一系列的连锁反应。其它两三家国家性杂志又刊登了这条消息，为我们进行了宣传，不论这个推荐方案浪费了多少个房间，产品和费用，我们都已非常轻松的获得了 50 美元的广告效应。

### 3. 地产公司

我曾经负责出售位于南卡罗来纳州 Hilton Head 岛上的 Rexford 庄园和 indigo Run 庄园。这两座庄园将在同一时间出售。当时，庄园的需求量很大，大部分的庄园业务都被那些著名的经纪人所垄断。第一个客户选择了 Rexford Plantation 中的一大块土地，然后给我开了一张支票。我拒绝接受这张支票，除非他能够填写一张表格，至少向我推荐五个人：还要签署一份转让书，允许我当天晚上联系这些人，告诉他们：他已经在 Rexford 庄园购买了地产。依靠这种方法，我在 120 天的时间里卖出了 Rexford 和 Indigo Run 庄园中的 113 块土地。其中，有 74 块土地是经人推荐通过电话找到买家的。

### 4. 精确加热与制冷

我的公司开始提供管道清洁服务。我联系到我的竞争对手，它们也是出售加热和空调设备的商家，但是它们没有管道清洁设备。然后，我与它们签订了一份协议书，这样做并不是为了攫取对手的客户群，只是希望为这些客户提供管道清洁服务。此后，只要有商家将我的服务出售给客户，无论管道清洁服务的总收入是多少，它都可以从中获得一定的收益。我的竞争对手向它们的很多客户介绍了管道清洁服务。从九月份到现在，这部业务已经占到公司总业务的 30%。

### 5. 视频服务

当初我很不情愿的参加了美国演讲家协会，现在它已经成为我开展业务的主要场所。目前，我的业务是完全通过推荐来完成的。由于进入协会后，我表现活跃，有所贡献。在现在的 3500 名会员中，有 500 人是我的积极客户。如果你计算一下就会发现这是个令人振奋的结果。

### 6. 无需预约的医疗中心

至于学校，我们会对学生进行探访。例如，在职业体验日为他们设置急诊室。那么，学校就会将所有需要体检的学生送往我们的医疗中心。由此，我又想到学生每年夏天都会参加夏令营活动，那个时候他们同样需要体检。于是我们就与夏令营联系。专门为学生设立体检服务，他们只需走过去，然后马上就可以接受体检。

我还与消防、救援和警察部门取得了联系。我们可以为这些部门开设教育课程。当他们遭遇事故的时候，便知道如何处理。记得在一次事故中，有一个人严重受伤，需要送往急诊室。身边的人居然让这样一个被严重刺伤的人，在地上行走。他们还说：“让我们走过去”。我们设立了工人补偿金。我们将医疗卡赠送给所有的员工。在他们接受医疗服务时，可以享受一定的折扣。于是，他们就会经常来我们的医疗中心就诊，向我们出示这些医疗卡。

### 7. 顾问

我 100% 的依靠推荐开展业务。我开设了多门研究课程，学员是其他的顾问。我请来那些非常了解我们业务的记者，让他们采访一些最坚定客户（征得客户同意后）。采访录音带让我和我的员工能够从客户的角度深刻认识我们的工作。然后，我们将录音带送给那些潜在客户。听完这些录音带后，这些潜在的客户会判断，这些录音带的内容是否正确。这种做法使我们能被完全的理解，并且能将客户置于另一种位置。因为客户在听完录音带后会问我们：“你是不是希望我成为你的客户？这意味着我们双方都非常赞同录音带的内容。不仅仅是我，而是我们双方面的赞同。

## 8. 保险和福利咨询公司

我们服务的市场非常小，客户是 55 岁到 80 岁之间，净值在 300 万美元以上的老人。所以你不能只是问：“你认识谁？”因为这些业务仅仅局限在很小的市场中。因此，当有人向我们推荐符合上述特征的客户时，我们要尽量简化推荐过程。这一点正是我们要努力去实现的。

首先，被推荐人必须是符合上述特征的人。其次，比如我们拥有一份北卡罗莱纳州的土地所有者名单，上面每个人的土地面积都超过 1000 英亩。现在，我们将要面对的是从事房地产业务的客户，其业务是按照县来划分的，我们可以在名单中找到他们的名字，然后与他们联系。他们会说：“好的，我知道。你可以使用我的名字。”我们可以先找到一份车辆管理局（DMV）的名单，在开始询问之前对名单进行分类。

我们将要做的另一件事情，如果我瞄准了一个特定的地区，首先我会找到这个镇子中最有名的注册会计师和律师，告诉他们：“我不会向您询问客户线索。我只是想知道，这个地区中哪些人最富有。”于是，我又能向客户群中添加一份名单，并向会计师和律师推荐自己。因为我已经仔细分类了富人的名单，所以会计师和律师需要做的仅仅是核对这些名字。

## 9. 计算机软件零售公司

我们通过推荐和邮件直接联系获得的客户比率都是 35%。我们的客户总数为 7500 个。每隔一个月，我们就会向所有的潜在客户直接发送邮件。在其间的一个月中，我们会向我们的客户发送一封个性化邮件。同时，我们还会向那些处于观望状态，徘徊于展示会和各种建议间的关键潜在客户，以及行业顾问发送个性化邮件。无论邮件是教育性质的，还是奖励性质的，我们希望通过它们开展增值业务。

最成功的一次是发送 Howard Sewell 的著作《Consumers for life》。Howard 是来自达拉斯的凯迪拉克经销商。经过磋商，我们以 3.50 美元的价格购买了 500 册书籍。我们将这些书邮寄给直销名单上的客户，结果客户返回的被推荐人名单，使我们最后获得 20 万美元的业务。

这就是我们获得被推荐人的方法，我想我们实际上是在贿赂客户。我们在教育他们。我们尝试将自己定位成增值的源头。我想还有一部分原因是，我们使所有的生意伙伴了解到要去找被推荐人。我的意思是，许多人都没有去寻找，我感到非常的吃惊。我请客户推荐其他人，因为他们都知道应该找谁。因此，我们通过系统的方法联系关键的顾问或客户。我们会每隔一个月就与之联系。使用这种方法时，每个客户的平均预算是 5.00 美元。

因此，每人每年的消费是 30 美元，总共 500 人，公司的总收入是 1 万 5 千美元。这是我们历来使用同等的推广费所带来的最高的回报。

## 10. 摄影师

对于高中三年级学生，我们制定了一套三个步骤的方案。在每年八周的时间内，我大约会拍摄 300 个高中三年级学生。当学生们刚开始打电话预定时，我们会将整个的拍摄过程告诉他们，而且建议将他们的朋友一起带来。



大约一半的人会带上他们的朋友。于是，一次拍摄过程中，会有 7 到 8 名学生，这让工作室非常的混乱。拍摄完成后，每隔学生都会免费获得一张 11×14 的集体照。虽然每幅 11×14 的照片通常价值 94 美元，但是我们的单独销售业务不会因此而受到损失。我们树立了良好的信誉，吸引了大量的学生。当照片冲洗出来后，我们会向这个家庭的朋友附送一张礼券，或附送一张全家福礼券。当照片寄回到客人手中

后，每隔学生都会免费获得一张 11×14 的集体照。虽然每幅 11×14 的照片通常价值 94 美元，但是我们的单独销售业务不会因此而受到损失。我们树立了良好的信誉，吸引了大量的学生。当照片冲洗出来后，我们会向这个家庭的朋友附送一张礼券，或附送一张全家福礼券。当照片寄回到客人手中后，我会向他们发送一封感谢信。有很多客人收到这封感谢信后，会致电表达他们的谢意。这一定会使您非常的惊讶。

### 11. 未知

我们的业务涉及很多的机构投资者。很难有机会接触到这些客户。你如何才能与一位首席执行官取得联系呢？你如何才能与高层人物取得联系呢？电话营销公司很难通过邮件或任何其它方式与他们取得联系。因此，可以去联系退休的经理级人物，任何与决策有联系的人，通过他们与高层管理人员取得联系，然后与之签订合同。我们会向中间人支付总交易 10% 的佣金，因为目前我们 90% 的业务涉及 非管制产品。我们可以这样去做。对于受管制的产品，我们便无法这样去推销。我们的做法让客户非常的振奋。现在有很多的被推荐人向我们推荐了他们的朋友。我们的业务中只有 20% 来源于推荐，但是比例正在迅速的增长。每年，一位客户平均为我们带来 25 万美元的收益。因此，目前 20% 的业务意味着每年 2 千万的收益。

### 12. 产品开发与推广

不久以前，我们发现供货商是一个很好的客户源。供货商希望进行推荐，因为这样会提高他们的受欢迎程度，它们也会因此而销售更多的产品。

### 13. 执行信息系统咨询公司

我们为管理人员创建图形系统。波士顿炸鸡公司有一幅美国地图，上面标出了该公司所有店面的位置，点击上面的一个位置后，该位置相关的统计数据就会显示出来。这就是图形系统。目前，在我们的行业中，大部分的推广费用被用于向大众和管理人员推广这项技术，减少他们对这种技术的恐惧心里。

作为一个刚刚成立的小公司来说，我们确实无法承担教育潜在购买者的费用。因此，在某种意义上我们需要让我们的行业来鼓励购买者，从而为我们带来利益。我们需要一些线索，告诉我们一些希望向管理自动化方面发展的公司。其中的一条线索就是公司内部购买的软件。软件公司不愿意投资大量的资金，建立实地销售队伍，进行实地演示。因此，我们与软件供货商合作，就我们的图形产品进行为期一天的演示推广。结果，我们在所有有意购买相关软件的公司那里找到了突破口。

在我们的行业中，从寻找联系人直到与客户完成交易，在每个客户身上耗费的成本是 3000 到 5000 美元现金，我们每周平均收到 10 条有意购买我们产品的客户的线索。目前我们面临的最大问题是开展推广活动招募新人。本公司的销售团队会与客户公司内部的销售团队通过电子邮件进行交流，从而将获得客户的成本从原来的 3000 到 5000 美元降低到大约 30 美分。

#### 14. 议价交易 (Bargaining Business)

我曾经使用过一种推荐方式 (Jay 也使用过类似的方法)，非常的成功。Jay 认为它是一种销售方式。那就是对同一种服务提供两种价格。例如，你开设了一门研究课程，这种方法适用于任何可以分享的业务。如果你将该研究课程的价格定为 195 美元。三到四个客户一起参加时，价格将降低为 175 美元。五个或更多客户一起参加，价格将降低为 150 美元。使用这种方法后，那些获得宣传手册的用户就会为你进行推广。实际上，这是一种非常前沿的推荐方式。

#### 15. 磁带

我们拥有一种看似有效的推荐方案，但我并没有非常科学的执行。无论何时，只要有人致电询问我的业务，我就会向这个介绍人发送一张九折的礼券。我会将所有的印制好礼券派发出去。上面写着：

“感谢您告知您的朋友和同事”但是，在我来到这里之前，我听了您的磁带，我决定更加科学的用运这一推荐方案。我试图计算出获得一个顾客需要耗费的成本。结果，我们发现：获得一个新客户大约需要 50 美元，一般消费者每次大约消费 300 美元。我不了解一年的总量，但是我注意到了 50 美元这个数字，我想我们应该停止发送礼券，礼券的价值在 50 到 100 美元之间，如果消费者一次消费了 1000 美元，那么礼券的价值就是 100 美元。当介绍人向我们推荐客户时，我们可以向他邮寄 50 美元的钞票，因为我们至少得花费 50 美元才能引入一位新客户。因此，我们找到了相对科学的方法，用以奖励人们所做的推荐工作，而且我们通过邮件发送现金，这让人们更加的振奋。

#### 16. 工业和家庭租赁设备

我们出租大型设备，如铲装机，挖沟机，挖掘机 (Back Hoe)。在我耗尽了所有得资本预算之后，我的一个竞争对手决定退出这一行业。他从父亲处继承了这一业务。而他却钟情于军人和警察培训行业。他希望成立一家新的公司，追求新的目标。因此我们购买了他的设备。我问他，是否可以将他的客户名单交给我们，作为交换，我们可以为他和他的家人提供 一次迪斯尼乐园的度假旅行。我交给他一张美国运通卡，并且告诉他可以支配 5500 美元的资金。于是他将客户名单转让给我们。此后，我提议：“如果你帮助我们获得名单上的客户，我将整理出新的业务计划。首先，写一封介绍信，我们会将它寄到所有客户的手中。其次，我们会寄去我们自己的邮件。最后，我们需要你的联系人和支持。因为我会帮你的其它业务筹集资金，因此您的总经理根本无事可做：而我却缺少经理的帮助，这隔夏天在你的新业务启动之前，他能否为我工作。我会付给他原来薪金的 60% 作为报酬。”现在，他是我的经理，帮助我们进行采购，还负责一些销售工作，效果很不错。

## 17. 汽车经销商

豪华轿车产业是一个非常打的产业。我们会收到大约 60% 的新购车推荐信，以及大约 30% 的二手购车推荐信。我们仅需要告诉您的是，在全国我们有 180 家凌志经销商，排名约占第 20 位。首先，当我们把汽车交付给客户时，我们会询问是否我们可以通知临近的经销商。我们保存着一份具有双方信息的客户目录，我们会把它（我们把它叫做“表扬信”）寄给临近的经销商，然后说“如果你注意到你这儿来了一个新的购车人，那么这正是与他有关的信息。如果您对此感兴趣，我们非常乐意将有关信息出示给您。” 所有我们的销售人员都能采用计算机进行工作并存有约 100 封不同的推荐可供您选用。正常业务情况下，每天我们会收到大约 300 到 400 封推荐信。

其次，对于购车人而言，我们会向其办公室寄送一只白色的大杯以示感谢。杯子四周印有“感谢信”当字样，另一面则为我司名称。这时，人们总是会问，“这个杯子是怎么回事？”通过这种方式，唯美就会收到推荐信。

第三，大约三周以后，我们会打电话给消费者办公室，询问推荐信事宜，届时，杯子的谜团就会解开，他们会很乐意推荐其它的人。从其它汽车经销商那里，我们接触到许多被推荐的人，并和他们进行了交流。我们会表示，“如果别人询问有关凌志事宜，请告诉我们。我们将会介绍您的产品，同时也不会说您的坏话。我们仅仅做一番解释。”其它给我们举荐过的经销商及其产品的名称。每个人都非常礼貌，每件事都极为得体，因此，受访者和我们都感到非常愉快。

在和他们沟通时，我们一会也会做出同样的交换。我们会把有关其它人的信息发给他，这种做法非常有效。我们这里有许多用户。我们会找出许多下面提及的这类人；向我们进行过举荐，但该举荐人获得很好的服务。我的意思是，我们建立了一个项目，在该项目中，我们负责支付推荐费，金钱和所有的事项，但大多数人却只是希望他们所推荐的人得到很好的服务。他们为自己能够给将要服务送往人提供建议而感到自豪。

像公共艺术展一样，我们已经做好了所有准备。我们将在艺术走廊中进行展示，挂出三张或四张照片，然后邀请公众进来参观（与汽车毫无关联）。届时我们不会举办允许任何销售活动。这类活动的意义是告诉人们，是谁在邀请他们来此参观，以及与我们和一些从未与我们会过面打一些人会面。我们会接触到一些通常我们无法见到的人。他们来此将能欣赏艺术。但是此后他们就会开始问，“这是一次多么美妙的体验啊。我还是和他们谈谈把。”

我们安排了高尔夫球比赛。旅客可以留宿在此。住宿处可容纳许多客人，我们会做出诸如此类的安排。

接下来将是关键。接下来，被推荐的人将会产生。唯美这有些客户名单，在他们买车之前，我们已经对其跟踪了三年之久。你知道，我就有一个我个人服务并等待了很久的客户，他来这已经至少十到十五次了。我的意思是，我们现在是真正的好朋友。

## 18. 多栋公寓

我们的业内人士通常会请求业主举荐其它潜在业主入驻本小区，这种推荐费通常为大约 100 到 200 美元。我们的游戏规则不同，我们会给每人一小张卡片并承诺，第一次，我们会向您支付 100 美元，后续的举荐可能支付达 900 美元。如果您能举荐九个人，那么每次你举荐九个人后，您将收到 900 美元，作为您每月租金的租赁信贷豁免费用。这种方式非常有效。我们还将这种活动进行了拓展，我们将会为您提供终生推荐费。因此，如果您住在自己拥有产权的地方，然后您搬出去了——假定我们并未收回租屋，只要您还健在，此后我们会向您支付 150 美元的推荐费。这种方式对我们而言也非常不错。

## 19. 咨询

当客户是一家大公司时，客户自身就是一个大市场。今年早些时候，我们有意识地开始向客户公司内的被推荐人询问。当人们来到我们这儿时九抱怨说。“你们知道我们所从事达 工作，而我们真正的已经帮过你们了。你能否给我们介绍一名你们公司里的其它人来继续开展工作呢？”

这种情况经常发生。我们发现，可能这种公司有一百万美元的咨询预算，我们从中得到的是 20 万美元，但也有这些部门的预算超出其范围内的情况。如果您还通过推荐的方式，比如收入就能接近部门预算，这是一种完全不一样的从客户那里获得收入来源的方式，比您和全部公司的主要合同获得的收入还要多，因此，如果您在一家向上述这样的大公司里上班，那么这种推荐方式非常现实，简直就是非常便利的一件事。

## 20. 音频录音设备出版商

在所有我们的业务回复信件的背面，是我们给被推荐人流出的区域。这块区域用于达到获得如下信息，诸如“如有您认为能够从我公司提供的此类计划中受益的任何人，请告知其姓名和地址，我们将为其寄送免费目录。”每年。唯我们收到成千上万封推荐信，他们中的部分人员会成为我们的客户。而他们都会是非常好的客户。

## 21. 人寿保险业

我曾与我的客户一道庆祝其生日，我还带客户去吃早餐或午餐。在那种场合下，我会和他们呆在一起，向他们询问他们如何开始其业务。这中间有什么差异吗？其中有那些方面与您的业务不同呢？是什么原因造成了这种很大的差异呢？

我会说，“告诉我一两件我能做并能真正的改进我的业务的事情。如果您站在我的位置上，您将做何反应？您认识 2 个、5 个、10 个到 100 个人吗？然后，他们就开始列名单。告诉我关于他们的事，告诉我关于他们的事。”接下来发生的就是，您将以推荐方式而告终。当然，您只能那样做。

## 22. 验光老师（Optometrist）

我寄出去了一些非常简单的、空白的表示感谢的便条给那些将我推荐给其它病人的患者，便条为手写。如果您在您的名字前加上“xxx 博士”，实际上会让人不太习惯并且无法接受，人们对大夫的所作所为可能会更少去表示感谢。因此，请使用较为合适的称呼。

### 23. 各种健康医疗产品

如今，我被加利福尼亚州授予为护士（认证助理护士）进行人事 继续教育培训工作。有许多助理护士打电话给我，因为在总部的人们，纷纷向她们推荐了我。 我还有一个网球教练，他现在也把我推荐给其它人。我们已经签订了一份协议，以便他能从中提成。

### 24. 抵押银行(Mortgage Banker)

通过向遗嘱执行人，管理人何保管人或基金放贷，我帮助律师在不到通常时间一半的时间内，完成了遗嘱。我的业务有超过 90%是由推荐人来介绍的，我把律师当作我的客户，并告诉他或她如何去做。我做得很出色的一点就是，我上进心很强，做事很漂亮。这是因为，我希望您能够留下非常深刻的印象，以便当您会回到律师那儿，并告诉他或她我的工作很出色。由于我不仅希望做您的生产，同时我也希望律师为我推荐给第二笔，第三笔乃至第十笔订单。如今，我已经从事这一行业大约 4 年半。我还做了许多其它工作以便找到其它被推荐人。尽管我并不是律师，但我隶属于 12 家律师协会，遗嘱机构以及法律援助机构的成员，并且我还经常参加这些会议。

### 25. 房地产代理商

推荐是寻找客户使用最多的方法。我在给学员们培训时尽力告诉他们，在做第一笔委托交易中，被推荐人对我多重要。我会让他们知道什么时候他们的房子已经列入名单，接下来所发生的事情对他们的房子来说又意味着什么。当他们上班后就会告诉其同事他们正在卖房，而当他们回家后其邻居就会问他们想搬到哪，他们的朋友也会问同样的这些问题。最后，他们会告诉别人他们想买或卖的房屋。

因此，在第一次与被推荐人会面时，我们就完成了一些准备工作，然后我们会采取所有措施继续推进这一流程，而不仅仅是销售的完结。从我们带客户名单中，通常至少会有一名被推荐人，因为如今他们明白这种事很重要。推荐之后，我们送给他们一些有用的东西表示感谢。我们会给他们提供一张 500 分钟的电话卡，可以达到北美任何地方，只有在推荐以后我们才会告知他们，然后向其寄送礼品。对于每个推荐，我们制定了各种计划，以使其获得礼物

### 26. 中草药产品(Holistic Herbal Medical Products)

我的公司主要通过邮购。通过邮购，我出售天然药品。在全球我有许多学生。我在一家私有企业工作，当您成为我这儿的会员以后，您就会得到一些数字编号。我想，在推荐方面我的方法叫做“thank you bucks”。所有我的学生必须要做的就是带上我的产品手册，然后把他们送到他们当地的保健食品商店，同时包括其会员编号，然后，在任何时间当用户来邮购时，我会自动给这些会员寄送“thank you bucks”。



## 27. 舞会及跳舞培训录像 (Dance Studios and Videos)

去年我们制订了一套推荐计划。对于给我们介绍客户的人，我们免收其跳舞培训课程费用。

## 28. 为订婚夫妇邮寄包裹

我设法获取订婚夫妇的名字。通过每月支付一定数额的费用，我们就能将公司的样本或咨询放在寄给已订婚夫妇的包裹。我不仅需要被推荐人的信息，而且也需要人们感兴趣的业务的名称。我做了一个盒子，大小为 8-1 / 2 × 11，我列出所有可能用到的业务。

当我在填写协议内容，即使他们并未参与，我也会问一下，“您能帮我一个忙吗？”因为对于您将要与其开展计划的当事人来说，这一点非常重要。要知道谁将不参与和谁将参与这项计划同样重要。我只有一个盒子，因为如果他们必须思考然后再写下姓名的话，我很可能只能得到三个或四个姓名。我有一个像花店或珠宝商一样的目录册。由于业务不同，因此他们只会核对一下盒子是否无误。然后，再我的目录册末页我会留出许多空白，以用于客户再剩下的充裕时间内填写内容。再到一个地区之前，我会进行这样的工作，我从电话黄页中查询婚姻登记处的电话，然后采用各种方法得到新婚夫妇的姓名。有时，我也会请求他们“麻烦您取消掉那些您已经听过的业务好吗？”

## 29. 互联网出版商 (Internet Publisher)

1994 年 7 月，我开始了我的互联网业务，1995 年 7 月我开始再 80 个国家拥有超过 10 万名客户。我撰写报纸专栏，那时似乎没有什么报纸。这是非常有意思的事情，我所做的只是复述所发生的一些“人类感兴趣的”故事。我从报纸中提取故事、复述，然后对其进行极端的评论。我鼓励人们通过电子邮件将这些内容转发给他们想转发的任何人。每封我寄出的电子邮件都包含一条营销信息，“如果您希望每周得到这些消息，请进行以下操作。”

最近，一位来自《纽约时报》的记者对我和我的工作人进行了一次彻底报道。《纽约时报》有一块 26 英寸的专门报道此事。简直太棒了。

但是问题是，我如何得到回报？因为我并没有采用传统的方法，我的最初几个客户并不在美国。从第一天起，我就采用国际化的方式来拓展，因此，我的第一个客户在加拿大，我的第二个客户在瑞典，他们都列入我的邮件列表并被转发。他们每年向我支付 3000 美元。所以我需要做的是把他们的名字和电子邮件放在我的邮件列表中。

### 30. 为食物过敏者 (People with Allergies) 烹调食物

基本上,我所做的就是为哪些不能吃肉,小麦,以及少许糖的人烹调食物。他们对某些食物过敏。我所做的就是,为他们烹调所有的食物,从早点,小吃,一直到正餐、卷,以及餐后甜点等。我已经在进行上述工作,并烹调出这些美味,我将其放在商店里,市场上或进行邮购销售。从这些客户中我开始起步,通过推荐的方式,我赢得了更多的客户。人们打电话给我时会说:“我听说您这里有这东西,我想卖点。”

**31. 保险和投资在加利福尼亚**,我们遇到一次真正的保险危机,那就是发生于**1994年1月份在Northridge**的地震所引发的大火。**1994年7月**,在该州有一笔房屋保险延期偿付。我也是一名许可保险经济人,我们开拓了部分房屋保险市场。结果是,整个加州的一些县城的属名公司打电话给我们。

我销售一些特别的投资产品。我们接受投资,将它以图表形式显示,然后将这些交给一些现有客户。通过这种方式,客户就能以图形化的特殊方式看到他们的投资状况,这种特殊的投资产品在过去**15**年中已经递增了**950%**。由于他们能够看到这些投资投向了何处,这与从前有显著的不同,仅仅在两个月之前,我们才开始这项业务。我们的销售业绩**10**倍于他人。

### 32. 商业不动产(Commercial Real Estate)

**Society of industrial and office Realtors** 大约有**1400**名房地产经纪人精英,他们经验丰富,在全国誉有很高声誉。如今,他们在全世界知名,而对于被推荐人的挑选而言,却较为严格。我从全国寻找被推荐人。我也分给他们一些人,我们之间也有推荐费协议安排。

### 33. 指导计划

我认识一个人,他控制这部分被推荐人资源。他实际上致力于其客户群,并且仅服务于这些**20**个核心客户。他花费所有的时间用于和这**29**个人在一起,他们为他全力服务,对他们而言他颇为重要,以至于他们自动给他推荐别人。看看所有您的文件,挑出**20**个人来,把您最好的服务提供给他们吧。然后聘请一个人去代管其它人,别人将会给你提供最少限度的业务。

我认为我做的一些有意义的事情在于:我在核心客户方面花了大量时间。我会坐下来对他们说,“让我们仔细并逐个检查以下,你给我介绍的人是那一个。”然后,我会把他们的那个人放在被推荐人列表。然后我会回到推荐此人的那个人那里,以便使他们知道所发生的这一过程。如果我从被推荐人那里售出产品或赢得新的客户,我会寄给他们一份漂亮的礼物。

### 34. 招聘咨询顾问

我的工作是替人找工作,所以需要人才和客户(公司)。如果我暂时不能替一些好的。可信任的人才找到工作,我会把他们介绍给其它的招聘者。通常我能替百分之一或更少的应征者找到工作。因此,最终发生的事情会是,我是在启动一个相反的流程,在这已流程中,我在放弃一些应征者。然后,我有太多的应征者时,我就打电话给同一个人,并说,“这还有更多的人”。在客户一边,当合同接下来时,我会问他们,“您希望看到我为谁工作?”即暗示,“您不希望看到我为谁工作?”,答案当然是指其竞争对手。由于客户不想让我为他们的直接竞争对手工作,因此,我会被现有的客户推荐水平较高的新客户。

### 35. 天线公司

借助“推荐”这扇通向成功的大门。我们取得了四千万美元左右的业务。最初，我们希望像国内最大的二十家移动电话公司推销我们的产品，而后者每一家都有大约 100 个分支机构。但是我们的尝试却纷纷被拒之门外，因此，我们决定探究其市场并做相应拜访，我们会总结并列出十个主要问题。

由于发现个运营商的分支机构有着相同的需求，因此我们回到公司后制定出相应的解决方案，最终，所有客户都认为我们为其提供了量身定做的产品，当我们再拜访顾客并询问产品是否符合其要求时，他们会给予极大的肯定，并十分满意我们的工作。随后，当我们表示希望其为我们引见，以进入其它市场领域时，他们会列出一个名单，并且在我们真正登门造访之前，事先把我们介绍给被引见者，这一切都是因为顾客深信我们按需要定制了产品，满足了其确切需要。

### 36. 培训公司

人们常常对我谈起推荐的重要性。据统计，一次推荐抵得上 15 次电话交流的效果。同时，我发现推荐的价值虽得到广泛的认可，但是人们在争取推荐机会或借助推荐进行时，会理性或非理性的担心拒绝。

首先，你与顾客之间是一种价值互惠关系。这使你能够面对顾客并希望有所收获。因此，当拜访顾客时，你可以询问是否为其创造了价值，如果得到顾客确认，那么完全可以进一步表达：“能否在您所知的范围内，为我们推荐 5 位向您一样，令人尊敬的顾客呢？”

随后在与被推荐人的电话沟通中，你可以提到：“据某某介绍，您在某某方面能力超群。而我现在正在登山，不知可不可以一睹您的庐山真面目呢？”而被推荐者听后一般会发现会心的笑容。此外，你的自我介绍最好安排在交谈结束时。因为如果在谈话开始时就介绍自己。那么被推荐者将有所戒备，甚至产生被出卖的感觉，通过超出推荐者期望，发现其真正需求，并按部就搬的进行电话沟通，你一定能够赢得被推荐人好感，从而增加自身收益。

### 37. 装饰承包商

当某顾客要我们刮去房间里的所有涂料时，我首先说道：“这不能估价而最好按实际时间付费。”随后，我报了一个非常低的价格并说时间可能会四到五天。在第九天我同该顾客沟通并提到没有从该笔业务赚钱时，她表示不能相信。但当听说我们之间达成的费用只比我付给工人的费用每小时多 2 美元时，她说今后会尽力帮我推荐更多的顾客。

### 38. 健康俱乐部

我们 50% 的业务来自推荐，当有新会员加入并与之交谈时，我首先会对俱乐部、服务和成效进行介绍。并且我还会提到：“我对你们有两个期望。第一，希望你们坚持来俱乐部锻炼，从中受益；第二，希望你们向各自朋友介绍推荐，使我们能够服务与更多的人。”得到肯定答复后，我通常会说：“你们能给我写一封推荐信吗？可不可以抽出 5 分钟的时间，以确保得到令人满意的结果。”实际上，我们的会员推荐率达到 50%。



### 39. 抵押业务

推荐系统是唯美目前业务的核心所在，并使我们在国内保持领先。当我与人们传播和分享相关信息时，我向他们提出：“如果超额表现得到事实印证，那么希望能得到他们的大力推荐。所以，为顾客提供名志实归的服务对我至为重要。但九年之后，我注意到公司虽然在业务商有所建树，其价值却并未在城中得到一部分人认可。如果在发展业务的同时理顺关系，我们可能会在三到四个月内失去这部分顾客。

### 40. 健身俱乐部

客户就是我们的朋友。对于他们，我们心存感激。我们服务于所有会员，并把资深会员的要求视为对我们奖赏。我们诚挚邀请他们的朋友来到俱乐部，从中获益。这一切对我们来说是至关重要的，因为我们的业务 100% 通过推荐获取。

### 41. 股票经纪人

即使你为客户带来受益，他们也会犹豫将你推荐给他们的朋友。其原因在于担心你的工作不能达到其朋友的要求，或者可能因此损失受益。在一年中一次或二次的拜访客户机会中，我会对他们说：“我几乎把全部时间用于管理您的资金，关注您的投资以及随时满足您的需求。实际上，我没有时间与精力去开发新的顾客。希望您能向我引荐合适的人选，以便我能更加关注我们的事业，最终为你带来更大的收益。”随后，我会问：“你认为谁可以加入到你所在的或是更高的团队并从中受益？”最后，人们通常会提供给我一个名单。其效果相当显著，并且成功率也很高。在客户读出 Rolodex 名单时，多数情况下你的成功机会不回高于 10%；但当该客户推荐一个或两个人时，你能获更高的成功机会。在最糟糕的情况下，每个客户的年佣金可平均达到大约 3500 美元。

### 42. 辅助医疗行业

作为一个医生，我治疗的病人全部是通过患者或其家属推荐而来。我们会把工作信息传播到媒体界、政界和法律界。然后，通过其他医生推荐，我们加入到推荐系统。拿大医学会云集了有着丰富案例经验的大批优秀医师。现在我加拿大医学会主席那里获得被推荐人。最初，尽是试验性质以测试我们的能力。而如今，我们已接触到在我们城市内诸多不可能了解的病人，甚至一年内的患者名单已预约完毕。

### 43. 牙科医生

在别人肯定我们工作后，我们才请求其帮助推荐；否则会急功近利，甚至背道而驰。最后，在每一个工作区域和房间内，并在保持合适距离的情况下，我们可以在服务台将服务说明交给推荐人。当病人说：“天哪，一点儿都不疼，”我们会说：“那就好，谢谢你的赞赏！”然后我们拿出名片放到病人的手中，并紧紧地握住他的手说：“如您所知，我们没有做任何对外宣传。通过人们的口耳相传，我们才能拥有像你这么和蔼的患者。如果您愿意把你的亲戚、朋友或同事推荐到这里，我们将不胜感激。”

#### 44. 服务行业

我们的顾客包括很多破产事务中心。我们正在寻求将系统出售给更多律师。破产财产管理人的含义已在13章提到。从某种程度上讲，人们基本是按13章中有关“破产”规定来偿还债务，并且向负责财产管理的破产财产管理人支付钱款。因此，破产财产管理人需要代表债务人，与律师和债权人一起合作，并且主要在后者之间起到沟通作用。位于其他城市的一些破产财产管理人会为我们提供起信任的并有良好关系的律师名单。然后，我们联系被推荐的律师人并提到“经别人推荐，我冒昧的联系您”。我们以亚布罕风格(篇幅长并注意修辞)写信给该律师。由于此过程中涉及三位这样的律师，所以我写了三封信。而他们任何一位都可以为我们带来五十万到一百万美元的收入交易。

#### 45. 家具店

我们经营一家家装公司。我们视“推荐”为业务发展的核心所在，而非只是一项要求。人们愿意来我们店。因为我们使每一个顾客都感宾至如归。我雇佣了四个伙计，而他们的的工作的安排的很满，但我们翻新家具时，却从不做广告。

#### 46. 按摩疗法医生

我的业务大部分都基于推荐。这四年里，我所有的病人都时经直接推荐过来的。我发现虽然同事可能透露一些他们所治疗病人的一些信息，但却不会为我推荐任何合适的患者。这可以称之为“同行是冤家”。在与病人前十五次见面，我们会有意提到或谈起一些话题，这样可通过一系列事情获得他们的信任。而这种培养是要因人而异或随条件不同而做调整。开始阶段是建立信任；然后对病人进行引导；最后明确提出希望他们做相应的推荐，因为这时他们已经完全信任你，并了解你的工作。我们有一种与职员一起参加的游戏，叫Gotcha。我们的病人可能在不知不觉中成为我们的推荐人，例如，他们有时会说：“今天你真忙。”因为我想别人面前显得过于繁忙，所以大家通常会对此忽略而过。但这时我马上会说：“是的，我有许多像你这样的病人，而他们经常向朋友和家人推荐我。你想把我推荐给谁呢。他们说“哦，我已经和我的邻居谈起您”或“我与某某谈起过您”或许他们会问一个问题“那么，你能治疗头痛吗？”。但无论如何，他们一定会向某些人提起我们，因为他们已意识我们时多么渴望得到推荐，并且由于推荐我们的病人也更加引人关注。除了健康上的帮助，他们还想要得到他人的认可与关注。你仅需要做到持之以恒，而不必特意寻找机会或“种下一粒推荐的种子”。你为自己的工作骄傲，而病人也会体会到这份激动。那么要求他们其它人自然水到渠成。因为这份骄傲，你也不会因请求而推荐而赶到沮丧。实际上，患者们会对收到推荐而赶到兴奋，如果他们没有这种感觉，那么将不会做任何推荐。

#### 47、管理培训研讨会

拿到相关人员名单和地址后，我会打电话询问他们如何使用资料，并说道：“依我看来，你的上级对此不会感兴趣”。他们会说：“不，他们会”。然后，他们会透露一些我想知道的推荐信息。

#### 48、广告公司培训师

我为房地产经纪人做个人行销培训。我发现他们对我的表达“行销本质就是销售”；非常感兴趣，最后产生令人满意的效果。我看见他们并说道：“今后，我的工作舞台仍将师培训领域。结识朋友仍将是我的乐趣。你们准备给我这种乐趣的机会吗？”由于我让他们感到与众不同，所以他们通常会说“某某可以”。通常每个人会向我推荐两到三个人

如果是一位对我的工作热情赶到满意的人，那么他会把我推荐给其他人。这是我会拿起电话并说：“我与某某交谈过。由于我的培训给他们留下了深刻的印象，所以也把我推荐给您。请允许我介绍一下我的工作。如能为您效劳，我将不胜荣幸。

#### 49、领域：不祥

我从实际工作中发现，在很多情况下，工作效果或谈话方向是由我们的立场所定的。当实际结果不如我们所愿时，我会考虑我当时是否是从真正需要角度来阐述问题，或是从过去发生的事件的需要角度来阐述问题：如果没有做到这些，那么无论我说过什么和做过什么，成效都不明显。当我代表将来大有可为的事物讲话时，我并与他们（她们）谈论能为他们（她们）的家庭、能为他们（她们）的朋友做些什么时，那么这些事就必然会发生，并且能产生更大的成效。

#### 50、欧洲皮肤护理行业

我们基本上事通过发广告来进行宣传的。我们的口号事“免费面部护理，名额有限！”。一开始金额为零，您提供的免费服务，这能为您带来 75 美元的收入，那么每有 10 位顾客来做免费的面部护理，此金额就会不断上升。因此，总的来说，每位来做免费的面部护理的顾客都会为我们创造了 75 美元的价值。而顾客中有 50% 的人最少会购买 100 美元的产品。如果您购买了整套的护理疗程——6 次免费护理（优惠 33%）——您将获赠 4 张推荐卡。我们会将您的名字印在卡的背面，然后将卡送给您的 4 位朋友。每当您有一位朋友来购买整套的护理疗程，您就会得到一次免费的面部护理。此活动在面向百货商店里的所有皮肤护理和化妆品销售人员。当推荐卡回到我们手中时，我们会查找记录看谁拿到过这张卡片并向其发出通知。递送推荐卡的人都会收到一份精美的信签，上面写着“感谢您的介绍”。如果有人卖出了整套的护理疗程，那么她就会得到另一张信签，上面写着：“您已经卖出一套护理程序，将得到一次免费的面部护理。”

#### 51、供暖和空调置换行业

为进军该行业，我们进行了精心的策划和周密的部署。我们出示了推荐信并向他们（她们）详细解释要使用其供暖和空调系统干些什么。在他们阅读推荐信时，我们对他们（她们）说：“如果我们刚才所说的完全属实，那么这不就是您想要写的内容吗？”毫无疑问，他们（她们）的回答一定是肯定的。在陈述的末尾，销售工作完成后——完成销售工作时使用了许多假设技巧——我们所要做的最后一件事就是递上一张业务卡并向他们（道谢）。“现在”，我们说：“为我们将给您一个惊喜”。有人向我们推荐了您的公司如此这般这般……，因此我们为您提供 50 美元的价格的优惠，这我们已经协商好了，您对此价格也非常满意。此外，如果您向您的朋友介绍我们公司，您还将得到推荐奖 50 美元，而您的朋友

也可以得到 50 美元的优惠。

## 52、领域： 不详

当我收到推荐信时——来自我许多的销售代表——我会亲自给他们（她们）打电话道谢。而他们（他们）的顾客中，凡是听人推荐到我们这边的，都将得到 10% 的优惠。

## 53、射击场

我们为顾客提供的业务卡背面印有“不限时”字样。顾客可以提供其姓名缩写。并由于大家喜欢和亲朋好友一块来，因此建议一次提供三到四个姓名缩写。 正因如此，我和我的公司才为大家所熟知。这种日前在广播中提到的、 自由的特性、使人员有兴趣探究枪的作用，这样一来，我们的会员。而那些即使没有入会的客人在离开时也不会无所表示。总而言之，此举为我们创造了更大的利润。 我有一位会员就曾约我这位自由的、反对枪械的、左翼播音员星期六一道去练射击，还想让我们为他预留位置。现在，我每个月都为这家广播电台做一次商务报道，而不收取任何费用，我也不用付广告的钱，并且每个月电台都会对外公布我和我公司的名字——免费的。

## 54、财务顾问

我总是向第一次来的人解释说：“我们有一个要求，就是您得介绍 5 个人来，这可以代表一部分费用。”我继续解释为什么需要介绍 5 个人中，有俩个人很可能会对我说“不，谢谢。”一个可能已经与其他人或公司合作，这样就只剩下俩个人能够坐下来听我的介绍，这才是我最需要的，因为我就在这俩个人中， 我又至少会得到一位，但大多数情况下是俩位顾客。 但是第二部分，正如我给大家解释的那样，就是我们公司绝大多数的人把大部分时间都用在了电话销售上。所以一旦我站在您的面前，心里就有了无形的压力。你知道的，“您应该买点什么”或“我本应该卖您昂贵的东西或是价格本该更高”，等等。我 花在打电话上的时间可能不超过我全部时间的 10%。我只花了 1% 的时间打电话进行预约。由于有了给介绍的人打电话的成功案例，所以我决大部分生意，大约 65% 或 70% 都是介绍而来的。然后人们就明白了原因，这是基本原理。这样，从营销或电话预约中节省的时间就可以来搞研究、制定计划或是做些 有意义事。

## 55、条形码公司

我们有两种推荐计划。一个叫做快乐书信。这是一种背书形式的信，我们的销售代表每得到一封信，我们就会奖励他们（她们），付给他们（她们）\$1。我们会告诉他们（她们）：“ 我想要转推荐信，还希望您能记下怎样使用我们的产品。”,他们（她们）照做了。我仅是在问问题，就已经觉得非常成功了。我们把摘录记入市场附属表格，以便将其以纸张形式发给该行业。我们的第二个推荐计划是专为分销商 设计的。我们要生产的产品及其复杂，要结束销售活动也需要很长的时间，有是需要 6 到 18 个月。 对于大多数的分销商来说，一旦他们（她们）进了不需要的货，那么他们（她们）只需要把货退回来，我 们就会支付他们（她们）第一年收入的 4%

## 56、整形外科医生

我们每季度都会给以前的病人写信，信中会提及案例历史：某个人想做某种手术，手术如何开展，以及病人感觉如何。然后我们会将一张保证书放入信封中，他们（她们）可以把它送给朋友，这位朋友也得到一次来我们这里免费咨询化妆步骤的机会。



## 57. 人寿保险，养老金和共有基金

我卖出的大多数保险和养老金都和投资性质一样，具有共有基金。我的生意 60%到 70%都是来自这种业务，因为我干这行已经有 36 年了。而且现在的主要顾客又给我介绍了好多人，因为我帮他们赚了钱。如果你曾经指点过别人怎样自己赚钱，那么得到他们（她们）的推荐就不是难事。所以只要进行销售，我就会请求他们（她们）的推荐，但不仅仅是介绍给某人。我要求我想要的推荐——有可能就是在大街上走着的你的对手——我通常会直接问人必须回答的问题。通常，我还会要求他做一些后续的工作——打电话或做记录。

## 58. AT&T 销售代表

我把全部时间和精力都投入到推荐上，为了做成生意，我使用了两种推荐系统。而无需花太多时间进行电话营销。我第一次进行外部推荐系统实践时，我是当地的商会会员。我当时在商会干活，大家都成功的帮助过商会其他会员，所以大家都不约而同的推荐我。我那时大约一个星期会得到 4 次商会其他会员的推荐。成功率达到 75%。那时我的内部推荐系统是在我的销售组织内部运作的。我也营造了一个专家氛围。我利用某些分销商顾客，比方说一位名叫 Syntex 的分销商顾客。我有许多向 Syntex 贩售的技巧，如，实施时间不超过 20 分钟。但是因为他们（她们）都不乐意分担我的工作，而只让我出面打个电话以确保确实能够快速实施。我一般会打 7 到 8 个电话，而通常也会谈成 7 到 8 笔生意我要做的另外一件事是与其他 AT&T 数据和硬件设备的销售代表的网络。他们（她们）会给我打电话希望得到推荐。所以，我还得在指点一下他们（她们）。

## 59. 领域“不详”

我们想得到推荐的行业有所不同，这可能就是我们在营销中的一个最简单的方法。我们会为推荐的人提供额外的奖励。我们请求别人给予介绍，训练销售人员请求别人的介绍，在这方面，我们积极进取，干劲十足，我们有 80%的生意都得自别人的推荐。

## 60. 地毯清洗业

多年来，我们一直教导我们的人，只要顾客满意我们的服务，觉得他们（她们）的地毯清洗非常干净，就请求顾客把我们推荐给别的人。并递上三张明信片，请顾客填好地址、写好内容、写上名字、再把信邮走。我改变了一下这种模式。现在我的销售人员会提醒顾客，

如果觉得我们的活干的好，我们就会要求推荐。由此，我们增加了 20%的收益。这样下来如果按每个人每年 20 美元，每年 500 个人的话，我们就大赚一笔了。

## 61. 节日推销商

当我们在节日过后打回访电话时，我们要求电话销售人员请求每个参加者的推荐。好的电话销售人员一般能够在 100 个人当中得到 75 个人的推荐，这样，我们有三成的生意就是推荐而来的。每位顾客能赚到 3000 到 30000 美元，这种收入非常重要。

## 62. 正面思维讲座

我在周末作讲座，听过我讲座的人，只要在付 50 美元，就可以再次参加讲座，这对我来说是一个极大的优势，因为要再次参加讲座，通常都是全价。如果介绍了其他人来听讲座，那么您就可以免费听了。

如果有人在我们没有请求推荐的情况下带来了新的顾客，那么我们还提供 10% 的回扣。这种模式一直以来都非常奏效。以前公司的盈利是每年 125000 美元，而正是这种方法，使得我公司的盈利在一年内翻了一番。

### 63. 领域：不详

我得到汽车代理经销商们的推荐，而不用付给他们（她们）任何报酬，经销商们这么做，可以给顾客提供更低的价格，还能在顾客心中留下好印象何，乐而不为呢？这种推荐活动可能并没有带来多打的利润，但我却得到了推荐，这可是无形的资产。

### 64. 讲座

我们的推荐系统很低调，没有大肆宣扬，但利润极大，在讲座上，我们在文件夹中有讲义，并提供一年的免费网络营销讲座资料。我们会说：“您公司有没有未到场、但也想得到一年免费资料的人呢？”在讲座商，每 100 人中，大约会有 60 个会报出其他名字，至少一个人名，但通常都是 10 到 20 个。而讲座后，另外 10% 的人还会告诉我们数百，有时甚至是数千个人名，我们能吸收大约 30%—40%。

### 65. 讲座

多年来，我们已经积累了许多方法。我们有一个法宝，叫做 14 个黄金表格，在讲座结束时亮相。在这种打企业，我们会请每个人推荐能来找我们，我们又能帮上忙的人。我们发现，一般在一对一的咨询中更能接到大生意。

有一次，就在我乘电梯的十秒钟，我又多了一位顾客。而起因却是我觉得他看起来像十一位顾客。他十一位环保方面的律师，我们就是在上周遇到的。我不但可以帮助他的顾客，他还希望我能跟他的管理合作伙伴，也就是营销总监谈一谈。所以我认为应该把所有的人都看作潜在的推荐资源。

### 66. 顾客答谢（氦气球）

我所有的生意都与推荐息息相关。我意识到推荐是杠杆：借助它，往往会事半功倍。当顾客从我这买了新车后，我会把气球递送到顾客上班的地方，气球上没有写标语或任何广告，买车的顾客坐在那工作时，我送的气球就在他们（她们）的头顶飘着。

所有的人都以为那天是他们（她们）的生日，就会过去问候，然后，我的顾客就会高兴的大谈起自己的新车，还会说，瞧，人家还送我气球，多好的人啊！仅在 9 个月内，我从顾客不断的推荐中，业务又提高了 5 成。现在，我们与国内约 800 家公司合作送气球。

### 67. 人身伤害索赔

通常我们与保险公司做生意时在索赔办公室，而通常我们的推荐也来源于那儿。如果我们与调停者做生意，我们就会要求他们（她们）把我们公司推荐给公司或该办公室的其他人。这样做的成效是即时 的，因为此刻肯定有人就坐在那儿。这种方法不但立马奏效，而且您还能得到此刻与您做生意的人的认可。所以，您既得到了介绍，有得到了认可。

## 68. 车间与讲座

我会在开始讲座之前要求人们帮我推荐。我的顾客可能会对它们（她们）的朋友或同事说：“这个人特别棒！他很会赚钱，我作为他的顾客，也从中得益不少。”而就是我们所付出的全部补偿。我会尽我所能，让我的老顾客看上去很不错。他们（她们）很感谢我，那么我就会突然接到被推荐人打来的电话，他们（她们）是经人介绍过来的。这才是我得到的最好的回报。

## 69. 整牙医生

我们的被推荐人来自于普通牙医。现在我们不在带上一篮松饼或什么的登门拜访他们。而是邀请他们来到我们的办公室参加“午餐和切磋”（lunch and learn）。我们通常每 6 个月就能获得 25 名牙医的推荐。所以一年中他们全部都会来访好几次。他们会带上他们全部的职员。

我们总是对医生的家人及其职员给予职业性礼节，但遗憾的是我们那时从没有向他们推广我们。所以既然我们已邀请他们来我们的办公室共进午餐，那我们索性在让他们参观我们的办公室，向他们介绍我们在这里工作。

我们还充分利用午餐机会，向他们介绍我们可以为他们提供所有服务，并向他们表示，作为他们的合作伙伴，我们可以成为牙齿矫正方面其病人的医治小组，这样做的结果实在令人难以置信。通常牙医到场的结果就是，我们至少会开始为他们（她们）或其助手的孩子，或是他们的学员或助手进行治疗。我们觉得，如果我们从他们的职员、孩子、和家人、来开始治疗，他们就会告诉自己的病人“就是他给我进行治疗的”当然为他们提供优惠价格。八年前刚刚开业时，我们一年的营业额为 30 万美元，拥有员工 27 名，如今我们拥有 10 名员工，并且去年我们的收入首次达到了 100 万美元。

## 70. 美容医生的行销策略

在植发领域，我擅长做的一件事情是向客户寄出提供游离移植的信件。你可以免收移植费用。信上写道：“如果你能够带上一个朋友，我将为你提供 30 次游离移植。免收费用。”这一方法非常有效。每寄出 600 封信，我们就会得到 100 名新客户。600 封信全部由计算机生成，所以成本非常的低。而每名新客户带来的长期价值可达 3000 美元。我们从 2 个途径来考虑推荐。一个是我们的客户群，另一个是职业推荐沙龙。我们不会支付给他们任何的佣金，但我们可以购买广告。我们可以按月付给他们一定费用。我们不向他们支付现金，但我们可以帮助他们支付一定比例的广告费用。我所做的主要是成立我自己的机构，并向沙龙支付租金，以便将我的宣传手册放置在那里。这样做效果非常明显。我的发部分高层顾客，尤其是娱乐界人士，大都来自于这个途径。我从美发沙龙租用空间，租金根据广告媒介的生存能力而时涨时落。

## 71. 抵债业务

我们发出质量控制信，向顾客询问对于我们工作的满意程度，其中有一个区域可以填写 3 个被推荐认同的姓名。我们所做的事，还包括每个月向我们的老客户发送一封信，告诉他们一些抵押行业的最新活动，我大约每季度给他们打以次电话，了解他们的情况。如果他们再次由任何需要，我会在电话中给他们一些有价值的建议——而不是仅仅事给他们打电话和打扰他们。最简单也最有效的方法很可能就是，当我帮他们办完贷款申请，每个人都握手道别准备离开时，我说道：“顺便问一下，您认为谁还有可能需要我的服务。”这种方法很简单，但确实效果不错。我想说，现在我们 70% 或更多的业务都时通过推荐而得来的。而由此得来的业务也更加出色，因为它时我们所谓的“温馨电话”。被推荐人会为我们做口头

宣传。人们不会无凭无据地接受某些情形。另外，推荐几乎无需任何成本。

## 72. 摄影师

多年来，我们使用两个推荐系统构建了一个可处理上千个婚礼的婚礼业务。当新人走进来的时候，我们会告诉他们，如果他们能够推荐 2 对以上的夫妇来选择我们提供的婚礼服务，他们将能够以 20 美元的价格享受有价值 200 美元的壁挂肖像。现在，大多夫妇都愿意花一年时间左右的时间来做这事。而一年后他们对于自己旧的婚礼照片将不在感兴趣。他们想要一个新的，并想为父母买一些照片的副本。他们还要购买像筐等等因此实际上我们通过推荐礼物所获得的收益要远远超出它的成本。另一种推荐方法事让每对新人提供一个参加其婚礼派对的客人的名单。名单中要包括所有的姑娘和小伙子。我们将向他们中的每个人发送感谢信，上边写道：“感谢您在当日提前到达，并感谢您给我们的热切帮助与支持。为表达我们对您的感谢，我们愿意为您的家人免费拍照。

## 73. 业务中心（即时办公室）

我们意识到，拥有配销并不是真的那么重要。重要的是要拥有发现客户或潜在客户并以次新建配销的能力，因此，出去我们拥有的中心之外，大约一年前我还成立了“联合业务中心网络”，它主要由过去我们认为行业竞争对手的一批人组成。我们刚刚在总共增加了 50 多个点的欧洲完成了一笔交易。如今我们在全球共有 150 个点，全部都是行业中像我们这样的人。我们让他们重点关注与其有业务往来的机构的主要决策人，因为我们意识到：许多公司正在全国多个地点设立中心。如果我们能够通过倾向于使用我们产品的人员来发现多办公室用户并控制这一客户，那么这将对产生巨大的帮助 因而，我们所做的实际上就是将所有过去彼此视为竞争对手的人纳入到我们的商标之下进行工作，共同着手业务和 识别与之有业务来往的各机构的主要决策人。然后，我们让一个集中的全国性行销部门去联系这些客户，联系主要决策人，并努力深入地探求其在全国的需要。通常本地的经营者不会考虑其中心之外的问题，他们也不能够发现相关机遇。他们甚至更不会考虑到公司在全国另外 30 个地方的利益。首先，我们就利用这一点大赚了一笔。人们按月向我们付费以要求成为网络的以部分，因为除了我们建立的推荐之外 还有许多其他的优势。我们还可以获得付费收入，因为我们又将销售会给一个集中的单独中心。该中心 主要负责为整个全国性行销计划提供资助，并支持我构建一个品牌名称并在无风险的情况下来广泛宣传 我的商标，而无需进行任何真实的投资。

## 74. 管理人员招聘者

我专门为我在全国的客户公司招募杰出的工程和行销人员。我可以为各公司招聘多达一千名人才。我喜欢与真正负责招聘事务的决策者进行直接合作。我们的业务完全以一套推荐系统为基础。我总是问人们：“您所认识的人中谁能胜任这个职务？”我的业务具有两面性。一方面我与经理人进行对话作出聘用决定，另一方面我又要与我希望向客户公司推荐的候选人进行交谈。因此我的每笔交易始终都包含俩组人。每次招聘。我的成功主要基于 2 各原则，首先是人们愿意提供帮助，他们希望为你进行推荐。这使他们心里感觉非常舒服。每个人都向乐于主任。其次就是，你不要只从你已经认识‘你的服务非常满意的人那里获得推荐。为此您可以问：“JOHN，你认为我应该与谁交谈，谁能为我指明正确的方向？接着，JOHN 会为你推荐 BOB，你可以开门见山的说：“BOB，我给你打电话是因为 JOHN 推荐我来找你。这正是我此次打电话的目的。你可以介绍谁？”这是整个通话的简短说法，整句话应为“您知道谁胜任 这个职位吗？”你可以向任何人询问这各问题



## 75. 物理治疗

我们开始以悉心的治疗来推广我们的计划。假如一个背部有问题的人走进来，我会为其进行数天的治疗，以便他能够感觉舒服点儿。然后我会说：“嗯，Jones 夫人，你的背现在好多了。您的朋友或亲戚当中，有没有谁的背部、颈部、手臂或腿存在问题？我们现在开展一项检查计划。我们给您一张小卡片，他们可以在随后的几个星期过来，我将免费为他们进行一次 15 分钟的检查。”当然，通常几乎每个人都会认识一些有颈部或背部问题的人。假设我每天这么做 5 次，将会有俩三个人拿到卡，并将有一到俩个人来进行检查。按照这一转换率来计算，前来的人中将有 30% 成为我们的顾客。

## 76. 公关公司

我们的业务几乎全靠推荐来获得。我们大部分客户属于保守、类似共和党的政治性组织，而我们的客户代表全部来自于政治团体。因此在早期我们与最初客户建立的是一种信任关系。我们的客户代表对于其所有从事的工作满怀激情，这种激情在我们的客户身上也同样存在。他们都十分热衷于各种政治问题。因为员工在为顾客在与其他组织谈及我们的时候决不会有丝毫犹豫，因为他们知道我们付出了更多的努力。一名固定客户每年可以给我们带来 5000 美元的利益。

## 77. 职业演讲人

我的业务大部分来自于推荐。我不管我做何种类型的项目（主题演讲或讨论会），我都会在接近尾声的时候停下来，让他们为会议筹划人填写一份评价表。关键部分位于表格的地步。这个区域用于填写姓名、地址和电话号码。还有一个区域供其勾选，其内容：“是的，我希望 JERRY 来为我的机构进行演讲。请为我寄送相关资料。”在这之下写着“您可以联系的其他人”，以及一个提供他们填写此人姓名、地址和电话号码的区域。由此在了解他们的需要以及勾选的真正含义后，我将可以通过电话来展开后续工作。然后我们将询问他们是否还属于任何其他的协会、组织或人员。如果会议筹划人不能支付我的全部费用，我将问他们是否同意向所有其它州协会或任何我可以收取较低费用的组织发送新建。

## 78. 地产公司

我们将亚利桑或科罗拉多州价格经济的土地卖给夏威夷居民，但我们发现，我们需要鼓励我们的销售人员去获得推荐，我们想得到的一个主意就是，在客户进行购买的时候，我们告诉他们：“如果您与大多数客户想法类似，你可能会希望您的亲朋好友知道这一机会，因为我们大部分的客户都希望其亲戚和朋友也能够在相邻位置拥有地产。您认为呢？”当然，他们会给予肯定的回答。这时我们会说：“我们愿意为您提供一个特别计划。如果您能够提供 10 个推荐人的姓名，我们将给您×美元的折扣。结果我们发现 99% 的人都会参加这项计划，为我们提供 10 名被推荐人。我们的业务大约有 30%—40% 来自与这些推荐。所需要做的就是后续工作，有些销售人员十分精于此道，有的则不然。“您的朋友后某某先生让我们给您打电话。这时获得优价地产的一个机会，只需占用您的几分钟时间的。某某先生认为这是一个千载难逢的机会，他希望您能够对此有所了解。我们会与我们后来联系的 30%—40% 的人会面。有些人会说这不是一个好时机，尽管如此，遗憾的是许多人仍没有机会得到这一对待。我们从这里得到的启示就是，如果我们能够为销售人员准备一系列信件，他们就可以立即联系那些人（还可能与其中许多人答成销售）

## 79. 抵押公司

我的业务有大约 60%—70% 来自于 5 到 6 个不同来源的推荐。我的两个主要来源是与我有业务往来的房地产代理商和先前的借款人。我的许多房地产代理人均为我收集提供线索，以便我能够提前对其进行审核和批准。然后便与借款人不再联系。代理商也不会为他们寻找房子。他们中的许多人并不是真的想和具体的买主进行合作。我问是否能够继续与该客户保持联系。我将找到一个确实想与其进行合作的代理商。我将会付给你 20% 的推荐费。我估计，按照这一计划，今年我的业务至少也实现约 30%—45% 的增长。

## 80. 协会

在获取推荐的过程中有一件事情做的非常成功，那就是我们每年例行的折扣。如果我们得到一个推荐人，进行推荐的人将得到我们提供的一份礼物，礼物就是为其选择的任意慈善团体捐助 25 美元。我们大约拥有 1200 名会员，会费为 275—300 美元。我们将获得 40—50 条线索，其中将有 30—35 个转变会员。

## 81. 真空吸尘器的销售

我们销售 1200 美元一台的机器时，我们的业务完全取决于推荐。我们一年的销售额将近 700 万美元。但我们发现，我们最好的客户来自顾客的推荐。我们要求 8 个人来完成一笔称为“特殊首次呼叫”（first call special）的交易。至于潜在客户的资格，我们制定了一份限制一定资格的条件。我们要求顾客在 21 到 65 岁之间，已婚，有全职工作，而且有住房。在推荐计划方面我们实施了一个 14 天特别计划。如果他们联系他们的朋友，并向他们推荐我介绍我们，我们将送给他们一份零销售价值 200 美元的礼物。在我们展示 4 个演示之后，无论是否有人购买，我们还将使用一个字母计划使他们拥有更多的权利，这即使便于经销商去分解顾客的“A-H”计划。“A”代表比较反感的客户。“B”代表条件好。比较讲究的有房顾客。“C”代表有小孩的顾客。“D”代表养有宠物的顾客。E 代表购买所有东西的顾客。F 代表真空吸尘器上周刚坏掉的顾客。G 代表身为祖父母、白天有充足时间的老人。H 代表部定时工作、白天有充裕时间的顾客，我们还有另外一个真空吸尘器计划。如果他们在 48 小时内提供 4 个姓名，我们还会单独给他们一份礼物。我们发现他们速度越快，我们的机会就越大。我们业务所依据的原则是，我们吸纳的顾客越多，我们的销量就越高。如果他们购买产品并光顾我们的营业场所来寻找机会，我们还将赠送第二件礼物。

## 82. 摄影师

我们在业务中实施了一个服务推荐系统。最终交付图片或画像需要大约 5 个不同的步骤。在装有最终画像的盒子里，我们随付了一个“我们的工作如何”的业务回执，请他们评价我们是否出色的完成了工作。在背后还有我们的问答卷，问他们是否有任何其他的朋友或亲人对照相感兴趣？如果有，可否留下他们的姓名和地址——以便我们按此姓名，仁厚将这些姓名输入电脑，打印出效果非常好的个性化信函，数据库还将打印出外观精致的证书，并印上免费送影集的字样。并按“即日起 90 天内”计算日期。所以无论今天是几号，有效期自动增加 90 天。信封上的广告非常幽默——如果 JOHN 为我们提供了 bill 的姓名，我们就会在信封的底部写上 BILL，信封里是 JOHN 送给你的礼物。这样他就会很快的拆开信封看。

### 83. 脊椎指压治疗者

第一天我遇见一名病人，在我完成检查之后，我向他们解释说：“我们不随便接受病人。但如果我们接受了您，我们希望你能推荐其他病人到我们这里来，我们将尽力帮助他们。这合理吗？”第二天我拿出一份总结报告，并同他们逐一进行交流，我们还给他们一个可以随身携带的小册子。我留下了我的名片和住宅电话。如果他们遇到任何问题，他们可以随时打电话给我。这样他们就会随身携带我的名片。如果后来他们没有推荐任何人，我会简单的说“你对我有一件吗？”他们会说“没有啊，怎么了？”“哦，我只想知道为什么你后来没有给我推荐病人的原因。是我们没有帮助你吗？然后接着我们可能会对他们说：”嗯，你有朋友还存在这种多年的问题吗？你家人是否也遇到任何健康问题？他们会说：“没问题，一切都好”，或者如果她们不回答，我就会到此为止。但如果他们确实有问题，我会说“怎么处理那些问题呢？”他们告诉我，我然后说：“好。请告诉我他们的姓名和地址，以及电话号码，我将寄送一些资料给他们。”当然，我不能讲是谁向我提供这些情况，因为这是病人的私人信息。我大概获得了25%—30%的推荐，现在我想达到更高的推荐率。另外，如果他们说他们有需要护理的朋友或者亲人，我会给他们一些免费优惠券。

### 84. 助听器分销者

在我销售助听器的时候，我会告诉他们，如果他们能够推荐其他四名顾客，我就可以将钱全部退还给他们。推荐的比例始终都比较高，如25%、30%，而且现在又增加至50%、60%

### 85. 网络行销公司

我们招聘并培训英才来建立他们自己的公司——附属于一个跨国公司。网络行销是一个不受重视的行业。要以不同于你对 amway 的看法，或对你听说的任何其他类似公司的看法，看来待这个行业的公司，这确实需要一个明显的转变。所以我在接近许多人的时候，只是特意说：“这大概不适合你，你知道谁可能在寻找另外的工作吗？谁可能正不满足于工作现状？谁可能正同时在寻找兼职工作？”这是一个多步骤的过程，最终的结果是，一旦人们真正了解公司的情况，他们先前的观点就会发生改变，他们将看到里面所蕴涵的巨大机会。

### 86. 顾问

我主要通过学多不同的技巧来帮助销小公司提高他们的收益。我获得的未来业务和保持当前业务的方法之一就是推荐技巧。每当我认识一名客户的时候，我会分析他们的联系信息和他们的影响力。譬如，我会这样来考虑一家公司。如果我为他们提供了出色的服务，他们又正在向其他公司进行销售，我立即会对他们说：“我刚帮助了你们的公司，我们可以帮助你们所有的企业客户。那将给你们带来多大的回报？所以为何我们不能制定一个行销计划，让我为你所有的客户效劳呢？”这将为我带来大量业务。同样，如果他们没有向其他公司提供服务，我也可以大幅度提高业务量。我做下来，看着他们，你们所有的厂商如何？你们所有的供应商如何？他们都是企业。”我向他们展现了向其供应商和厂商提供良好服务和优惠的优势，因为这将加强他们之间的关系，并提高他们的赢利性和效益。

## 87. 遗嘱遗产和信托财产理财

将近 70% 的业务都来自间接推荐。在我几乎所有对外的打印材料上，我都会问：“我可以向你推荐业务吗？”他们会想这人真是在为他们的利益着想。我向一名律师提供了一份证明，上面写着“我希望为您提供一个小时的咨询服务。我向一名律师提供了一份证明，上面写着”我希望为您提供一个小时的咨询服务，我可以在此时间内处理 3 个案子。“从调查中我了解到一件事，约 80% 的遗嘱律师每年接手的遗嘱案件只在 1 到 10 件之间，数量非常的少。所以在我完成适当数量的此类案件后，这个适当的数量事指最合适我希望探讨的话题，如贷款的数量，我试着做的事情事询问或看他们是否有其他拥有类似种类客户的律师。我最近发现，通过提出恰当的问题，保持沉默仔细倾听，我就能够了解许多有益的事情。

## 88. 房地产投资资金

我们所购买的绝大多数房产不是通过银行来筹措资金的。他们依靠的是投资者的资金。我们为投资者提供了一笔真正有利的交易。通常他们可以获得 11% 或 12% 的投资回报。而且在房地产领域，成功率是 100%。但如果你请求某人贷款 50000 至 100000 美元，即使是 100% 的可以收回，但他们还是会有一些犹豫——尤其是他们不熟悉公司的情况的时候。所以我们发现，到日前为止，推荐是争取新投资的最佳方式。所以我们已经确定的是，对于任何向我们提供贷款的投资者，我们均将付给他们等于第一年所贷款百分之一的“伯乐”奖金。所以就将预先获得的 5100 美元。而且我们发现——我们有一位女士来投资，而且她对我们的工作真正地感到满意。接下来的事情你知道，她家中有 7 名成员都进行了投资。她之所以帮助他们进行投资是因为这确实值得投资。她也是在帮助她自己，因为我向她支付推荐费用。

## 89. 销售培训

最近我 75% 的业务是重复和推荐业务。这是我工作中非常重要的一部分。作为培训期间的实习，我所做的就是找到大量参与培训的客户，并寻求我可以给予他们的潜在客户。所以在整个项目中我会对某些人说：“我想到了一些可能会和你一起做生意的人。你想知道他们的名字吗？”然后我一般会在培训过程中向观众分享各类潜在客户。所以他们非常能够接受并极有可能向我提供适用于我的潜在客户。我当然愿意推荐这一方法。另外，在每半天工作结束即中午之前，及当天工作结束之前，我都将进行一次评估，以了解我的发现和整理他们的反馈。其中一些问题可能是：“自今日你坐在这里之后你所听到的最好的三个观点是什“么？”如果到了中午，我会问：今天上午你所听到的最好的观点是什么？”然后我还会要求他们向小组宣布他们计划采取的一项行动——这样它就不仅仅是一个理论，而且还融入至他们的日常工作。我还要求他们向小组宣布他们个人将如何从中受益，这样他们就得真正去回顾我们曾讨论过的一些事情，并专心致志的思考他们将如何进行运用。然后我让他们对该计划的价值按 1 至 6 进行排序这比 1 至 10 略有不同，这样他们不得不去多思考一些事情，在评估方面的问题可能包括，“如果你打算将此计划推荐给别人，你会具体说些什么？”，而且我会给他们留出一些书写空间。在纸页的下方有一块区域用于他们写下 3 个姓名。我只是问小组，他们是否可以想出 3 个或 3 个以上的人，是否可以写下这些人的姓名和电话号码。而且我保证在致电这些人之前我会现跟他们打电话，以询问可否使用他们的姓名。我说“我想打电话给你”的原因是，在该计划中我所教授的其中一件事情是，如果他们不希望接听你的电话，那打电话的用处也不打。我更希望他们对某些人说。你知道吗？我那天参加了这个计划。它真的太棒了。我极力推荐你也参加，而且我留下了你的姓名。”这样，事情提前就非常清楚了，在打电话的时候就不会令人吃惊或者存在压力了。然后，作为对那些向我提供建议的人的礼物，我赠送他们两盒录音带“加倍你销量的 22 种已经验证的方法”。因为随付了一份礼物，推荐就源源不断而来。



## 90. 金融策划师

我认为我们略微错过的一件事情是，你不必一定非得从你现在的客户中直接获得推荐，你还可以间接地从这些客户中获得推荐我们专门从事于退休领域、退休规划、400K 和分红计划等业务。在读完你的一些资料之后，我们感到几分地震惊，那就是我们提供服务的一些公司——我们与将近 40 家不同公司数千名员工有业务往来——现在可以成为我们的顾客。我们之前从来没有对他们进行营销。我们现在正在制作邮寄广告和新闻简报，其它宣传品也将送达这些客户。在为这些员工提供出色服务的过程中，曾发生过这样的事情，我们受到几名员工的来访，他们对我们说，“你们能够同样帮助我们吗？如果你是正在和我们的老板坐业务，你若不是真正好的话，你是不能和我们老板做业务的。所以我们希望你们能同样为我们做那些事情。所以间接地，它事我们代替老板做业务的。所以我们希望你们能同样为我们做那些事情。所以间接的，它是我们代替老板作出的反映。现在我们基本上已经深明此道了。真是不可思议。对于这里的其他所有人。我是指摄影师或者其他，你有业务往来的企业的所有员工情况如何，他们是否是业务人员，或者他们在哪工作？”

## 91. 阅读天赋培训计划

在我教授我所做的事情之后，他们很多人都立即报之以怀疑、疑惑和冷淡的态度。我也收取了非常高的价格。在临近下课的时候，我说，“你们多少人愿意听取一场关于如何在生活其他方面运用天赋？”所有人都举起了手。然后我又问，“你们多少人愿意听取一场关于如何在生活其他方面运用天赋的免费讲座？”所有人又举起了手。最后我说“那好下周二晚我将举办一场关于此话题的免费讲座，你们可以带上你们的朋友。”教师基本上人数增加了一倍甚至二倍。

## 92. 超个人催眠培训计划。（Transpersonal Hypnotherapy Institute）

我们在 Sedona、夏威夷和 Boulder 等地，通过 LLP 和催眠以及个人创新讲座，提供认证培训。我们发现推荐率不断提高。我们通常做的是分发一份表格，并说：“你们每推荐一个人参加我们的培训，你们就获得 100 美元。”推荐率就立即上升了。进行推荐的最好方式是在当时真正地全力以赴。坚持到底。我们某个计划中一个人就是这样，它在学期结束时已经拥有了许多的电话号码，他对所有人多做了工作——这也是为他们好，所以他们将公开的提供——他让他们联系 4 个人。他们四分之三的业务均来自于此。它具有挑战性，也是典型的转变性方法，但却值得你去尝试，这是一个很好的思维。

## 93. 牙科医生

每次我向我的牙科医生推荐一名病人时，他就会给我送来一封书面感谢信和一张彩票。我永远都不会忘记。每推荐一名病人后，你就会有在邮件中收到以张彩票。

## 94. 购买点直接推荐请求。

推荐客户的最佳时机通常是在客户购买时。有一个脚本化的推荐问题，您会自动询问每位购买的客户。”感谢 Sam 选择我们重新进行美化，我们认为这是您选择我们合作的真正称赞。请问一个问题，谁是谁？您认识的另外两个人希望翻新自己的院子，并像您一样创造令人惊叹的美化环境吗？”

ADRIANWEE.COM

#### 95. 购买点“送给朋友的礼物”活动

“感谢苏珊今天与我们一起购物。我知道您会喜欢我们的“宠爱自己的沐浴套装”。您想向他们的两个朋友免费赠送一个“沐浴水疗采样器套装”吗？通常是 19.95 美元工具包，但在限定时间内，我们有两张免费的礼品券，您可以今天将其赠送给您的朋友。”

#### 96. “赞美”运动

每当您的一位客户对您的业务说好话时，请询问您的权力推荐问题。这个问题应该由您的所有团队成员编写并记住。“Erin，我真的很感谢您刚才说的话。对我们来说，您从我们的业务指导计划中获得了巨大的价值，这对我们非常重要。请问您，两个人是谁？您知道像您这样的企业主，谁会认真对待通过减少对业主的依赖来发展他们的业务？”

#### 97. 转发给朋友运动

如果您要进行文职工作，请客户将他们的文职工作转发给他们认为会从中受益的朋友或同事。“P.S. 请随时将此文艺工作转发给有兴趣以批发价购买名贵珠宝的朋友。”

AW

ADRIANWEE.COM

A | W

ADRIANWEE.COM