



## "...and I told two friends, and they..."

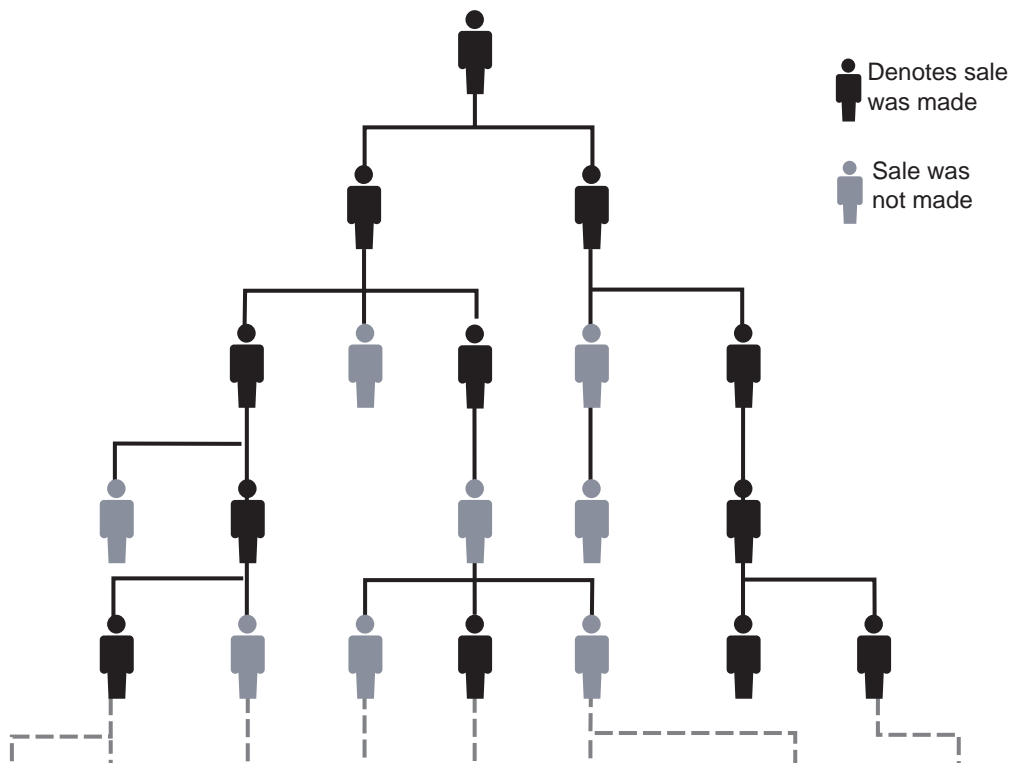
Asking your customers for referrals can make a big difference!

"My beginnings at this bank were unspectacular. I was an average producer. But because of earlier training, I always asked my customers for referrals. Although originally I felt awkward asking my customer, I always did it. As a result, I was fortunate. After investing for one of my first customers, I asked for the referral. She was kind enough to give me the name of two of her bridge partners. Like my original customer, they were good prospects, and I invested for them. Again, I asked them for referrals. One of them gave me three names, and the other gave me two. Of those, three bought. Again, I asked for referrals. They were happy to help. They wanted their friends to have the same investments and professional advice. Soon, I met with their referrals, and they bought. Like before, I asked for referrals.

"After a year and a half, my production is at the top of the list. And every time I see a customer, I ask for a referral. Just recently, I met with a referred customer. At the end of the presentation, I made the sale and asked for the referral. They referred me to my original customer who gave me my first referral. That made me think. How many of my current customers came from that one referral? When I sat down that evening, I went through my book of business and made a referral family tree. In the end, over 15% of my business can be traced to that original customer."

Every person you see can be a doorway to more customers, and asking for referrals is the key.

Referral Family Tree



...and so it goes!