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## **Give Referrals**



**John Rose, head hunter extraordinaire, and marketing genius  
Keith Marshall and me in 2015**

I think by now you realize that I'm proud to say that I'm a professional salesman. My old boss, Ben, used to say nothing happens until something is sold. He is right! What he meant by that is something needs to be sold, so the factory can make the widget and the factory workers get paid, the factory pays their utility bills, the folks at the utility company get paid, they can now go buy cars and houses and on and on. By Ben saying that to me at a young age it did two things. One, it made me proud of my profession and, two, it made realize that I have a lot of responsibility to be the best salesman I could be because all sales folks have a responsibility to create opportunity for non-sales people. Don't get me wrong. I'm not putting sales people above doctors, teachers, and any other noble profession. Think about the new car business. If cars aren't selling, the auto maker shuts down production and all those workers are without jobs. Lack of sales has a large, negative trickle down effect.

I prefer to live in America when the economy is humming along verses depression, recession, and general upheaval. Maybe most people don't think this way but I consciously think every day that I have to be a positive influence on the economy and not a negative. I need to create more than I take. There's an old saying in golf, you repair your divot in the grass plus one other, and I believe the same thing with regards to helping the economy. Do your part and then some more. I have addressed how I encourage every positive person in my path, I tip extremely well, and I tip virtually every one I come in contact with, whether it's a kind word, money, lotto ticket, or giving them a treat. Recently, I took my Tesla in for service and along with two dozen Krispy Kreme donuts. Boy were they surprised and happy!

The ultimate treat is referrals. I love referring customers to people who sell a product or service that they are looking for. Just this morning, I referred my buddy Bill McNabney's friend Deacon to look at two potential roofing jobs on my rent houses. Sometimes people think that they can't positively influence a huge issue or situation, like the economy. I disagree. You can help the economy every day by looking to hook people up with services and products that you like.

Writing this book has been a joyous ride and while writing this chapter about referrals I was flying back from a convention in Jacksonville with Crystal and about five to six guys from the security industry. My boss on our wildly successful stereo speaker line, Keith Marshall ([www.proficientaudio.com](http://www.proficientaudio.com)) grabbed me out of my seat and introduced me to Jeff Smith, who's sitting next to him 15 rows away. Jeff runs three great companies from chocolate to hamburgers. Keith Marshall realized that Jeff would be a great lead for our promotional products business, GoLogo and got me an introduction! Literally what I've been writing happened! Keith wanted us to be successful, and I wanted the same for him!! So what did Keith do? He referred business! So if you think the economy can be better then make it better by referring people to other good people. If you are lucky enough to be a salesman, refer business to other salespeople. It will always come back to you!