

THE PERFECT FORMULA FOR FAST REFERRALS WITHOUT ASKING™

Here is a simple, easy-to-implement formula – with all parts working together – to create connections and become more referable with prospects and clients. Will it work every time with everyone? Of course not. But it will not harm relationships and lays the foundation for referrals and introductions down the road.

GIVE REFERRALS

Become a Connector

It's important that you see yourself as a connector. The more often you provide value to others through introductions, the more they will do the same for you.

CHECK FOR VALUE

Conduct Regular Value Discussions

People will provide unsolicited referrals if they like you and believe in your value. The most effective step you can take is to check in with your prospects/clients on a regular basis, to clean up minor issues, and ensure that they are experiencing your full value.

SHARE YOUR WHY

Why You Do What You Do

Telling your prospects and clients why you believe in your value builds their sense of engagement with you. They lean into you, because your why often involves a short story that builds a personal connection.

PROMOTE INTRODUCTIONS

Plant Referral Seeds

Early on in new relationships, and throughout the lifetime of a relationship, you want to let your prospects and clients know that you are never too busy to see if you can be of value to others.

REMOVE THE UNCERTAINTY

Explain How You Handle Introductions

Prospects and clients often withhold their referrals until they are clear on how you will handle them. Let them know that everything is confidential and that you will create an introduction that feels comfortable to all.