

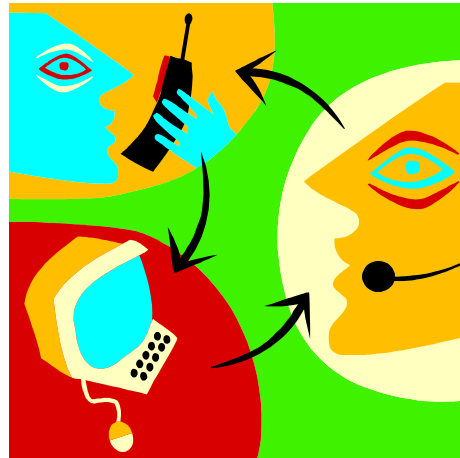
Leads & Asking for Referrals

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Attracting clients through referrals is the MOST powerful way you can build a business and the closing ratio is six times greater with referrals than using other methods to generate leads.

Tips for successfully getting referrals:

- **Target your happiest clients.** Your referral rate will be much higher when you ask those who are ecstatic with your service.
- **Consider the timing.** If a client is delighted with your service, ask for the referral at closing after they experience great service. The experience should still feel fresh in their minds.
- **Ask consistently.** Ask for referrals as a part of your ongoing marketing programs; making the request automatic.
- **Treat clients well.** Clients are valuable assets. Show them respect; never make referral assumptions or demands without asking.
- **Always say thank you.** Whether you get the business or not, acknowledge the referral immediately with a thank you note or phone call, and again when you get the business.



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