

10 THINGS YOU CAN DO TO MAXIMISE YOUR REFERRAL STRATEGY

1. **Positive mindset** - most people feel a little uncomfortable asking for a referral, however most people will want to help you and you will be glad you asked.
2. **Pre-identify** - before your meeting review your client's LinkedIn connections and establish who you would like to be referred to.
3. **Craft** - ask each member of your team to craft their own personal request and then share them. Ensure there is enough specific content in the request to trigger the synapses.
4. **NPS** - If you are not already, we recommend you measure your Net Promoter Score (NPS). This provides a perfect platform from which to ask clients for referrals. Such requests should be made centrally and then followed up in project reviews.
5. **Accountability** - identify relationships from whom you could ask for a referral and assign internal ownership for getting a referral. Track the achievement or otherwise on a monthly basis.
6. **Third party incentives** - agree appropriate incentives that will motivate third parties to think of your organisation when they have the opportunity to refer.
7. **Face to face** - introductions via email are great but face to face (on-screen or in person) requests followed up via email will have greater success.
8. **Make it easy** - send your client an introductory email that they can tweak and forward, so it only takes a few minutes of their time.
9. **Process** - once a client has agreed to make an introduction be sure to follow up - don't be shy, they have said yes.
10. **Reward** - give thanks to those that refer you in an appropriate way that doesn't conflict with the bribery act.

EXAMPLES

“ [Name] came up on my LinkedIn as someone I should know and I noticed you're connected to them. From what I read, they may be suffering from similar challenges to the ones we have helped you solve. Would you be open to introducing us on LinkedIn? ”

“ As you will probably appreciate, most of our work comes through referrals. Having given us an NPS of 9/10, would you be open to us exploring whether you are connected to some people who may be struggling with similar challenges to you? ”