

RAPID RESULT REFERRALS

Powerful Tips and Ideas
to Boost your Sales

Roy Sheppard



Rapid Result Referrals

(an eBook extract)

Permission is granted to copy, upload to your website and distribute this document to anyone anywhere, including your colleagues, business contacts, customers, clients and suppliers.

On condition that it is not altered or edited in any way. Copyright remains with the author.

Share this download link

<http://www.RoySpeaks.com/RRRChapter2.pdf>

by

Roy Sheppard



last updated January 2014

Centre Publishing,
Croft House, Clapton, Radstock, Bath
Somerset, BA3 4EB
England.
Tel: 00 +44 (0) 1761 414541
Fax: 00 +44 (0) 1761 412615
Email: info@RoySpeaks.com
Web: www.RoySpeaks.com

Roy Sheppard has asserted his rights under the Copyright, Designs and Patents Act 1988, to be identified as the author of this work.

Copyright © 2014 Roy Sheppard

First published in 2002 in the UK

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system, without permission in writing from the publisher.

A catalogue record of this book is available from the British Library.

Paperback: ISBN 1-901534-04-9

Book design and typesetting by Antony Parselle

All trademarks and copyrights acknowledged.

This book is provided as information only. Although every precaution has been taken in its preparation, the publisher and author assumes no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of the information contained herein. Neither the author nor the publisher are qualified to give advice on legal or financial matters. Readers are reminded always to consult with appropriate professional advisers on all such matters.

What Readers Say About This Book

“A fantastic book. Easy to read and practical to use.” Dr Suzanne Turner, Warwick University and Potenza.

“A huge number of practical business generating ideas with an enthusiastic ‘can do’ style... a ‘must have’ book.” Sir Eric Peacock.

“You have me turned on - you have me excited - this is not cybersex – it is your book, RAPID RESULT REFERRALS. I scanned the beginning the first time - it turned me on! I read the beginning the second time - it got me excited!! – I will now read it all but already I have a page of notes and the start of an action plan. Please airmail me an additional 10 copies ...” Norm Dove, Echo Valley Ranch, British Columbia, Canada <http://www.EVRanch.com>

“Sheppard has forged highly practical and effective tools for growth... You know instinctively that the ideas will work.. I commend this book.” Marion Royer, Thames Valley Chamber of Commerce, England.

“This book lifts referrals from being a supplicant begging “help me please” to a balanced and dignified dialogue between equals. A noble book on what was an ignoble subject.” Tim Drake, Co-founder Cobra Sports and author of *Wearing the Coat of Change*.

“Anybody who wants to grow their business should read this book. It provides the nutrients needed for growth. Roy Sheppard has given me business advice which works. All I can say is read it and do it.” Chris Moon MBE. International speaker, mine clearance campaigner and author of *One Step Beyond*.

"I must buy 6 copies for my MDs straight away" David Rugg, Chairman, Christie Group plc (He did).

"I highly recommend Rapid Result Referrals to any business with serious growth aspirations. We all know that referrals and word of mouth are the best form of growing any business. The trouble is many of us shy away from asking for referrals and the excuses for not doing so are varied. This book serves not only to galvanise one's thinking, but also provides lots of practical help with suggested scripts, forms of words etc. It also has interesting chapters on other areas of business growth techniques such as the use of the media and networking. A handy paperback which makes an interesting read and ... an inexpensive handbook to keep by your side". Khalid Aziz, Chairman of the Aziz Corporation

"Anyone in business who does NOT read this book should be shot!" John Gommers, Chartsearch and Columbus Holdings plc, London

"Outstanding... it's an invaluable resource for anyone in sales or running their own business." Paul McGee, The SUMO Guy

Table of Contents

Chapter 1 The Role of Referrals

High, low and no-tech ways to boost your sales. The 3 ways to grow your business. The value of each new customer. Their added referral value. Why referrals deserve more of your attention. What referrals say about you and your company. How to save time, reduce stress and improve your bottom line. Kill cold calling. How celebrities harness referral power and what you can learn from their approach.

Chapter 2 Quick Wins

125 practical, easy-to-implement referral producing ideas. Give them a go. They work.

Chapter 3 Offering Referrals

Collaborate to accumulate. How to be someone worth knowing. A few words of warning.

Chapter 4 Asking For Help and Referrals

What's stopping you from receiving more referrals. What help and support to ask for. Who to ask. Before you ask. When to ask. When NOT to ask. How to ask. Before you contact the referral. How to contact the referral. After your initial contact. Building trust and rapport. How to make the most of the Rapid Result Referral plan within your organisation.

Chapter 5 Testimonial Power

Why bother? Step 1 – First things first. Step 2 - How to identify your 'fans'. Step 3 – Build a system and testimonials will come. Step 4 – A touch of testimonial sophistication. Step 5 – How to USE those testimonials for full effect. High tech

testimonials. Step 6 – Why writing testimonials for others can be extremely beneficial to your business.

Chapter 6 What's Said Behind Your Back?

Power PR from your biggest fans. Getting into print. Publicity BY or ABOUT you? What do you write? To whom? Submitting your letters. Follow ups. Working with journalists. Making more of your work. Articles about you. Knowledge based promotional products to boost your profile.

Chapter 7 Stand and Deliver

How giving presentations can help you spread the word and increase your referrals - dramatically. Techniques to force those butterflies in the stomach to fly in formation!

Chapter 8 The Do's and Don'ts of Networking

Why you may need to get out more. And what to do when you have.

Chapter 9 On-Line Referrals

Leading edge ideas to turbo-charge your e-business.

Chapter 10 Strategic Questions to increase the quality and quantity of referrals for your business.

Personal message from Roy Sheppard

A chronic shortage of time is almost certainly the most common challenge facing business people today. Few business owners or professional sales people can afford to waste it.

Like you, I lead a busy life. Travelling, speaking and interviewing executives at conferences, consulting and running my own business chews up my own precious time. To stay up with the latest business thinking, learning from books has always been an important part of my own personal development. However, it requires a substantial time commitment to wade through hundreds of pages to find the most useful and insightful 'Knowledge Nuggets'. Sometimes too much time. And too many authors and publishers seem to conspire against readers, by hiding this material (or leaving it out altogether!)

It's small wonder that research has shown that over 60% of non-fiction/business book purchases are never read from cover to cover. Readership tails off dramatically after chapter two. I wanted to write a book that a busy freelancer, business owner/manager or sales executive could pick up and benefit from in the least time.

Rapid Result Referrals has been structured with this in mind. No matter whether your business is tiny, small, medium or large, is high, low or no-tech, this book has been ruthlessly edited to eliminate waffle and focus on delivering a large number of practical, easy-to-implement ideas often in a bullet point format.

This eBook extract packs practical ideas into the smallest number of pages. If you want to know more please read the rest of the book! Ordering information can be found at the end, together with my other titles. If you don't have the time or the inclination to read the rest of the book – that's OK.

The most common feedback from the team of people who kindly agreed to read the book manuscript was that they sometimes felt overwhelmed by the sheer number of ideas. So, please don't be intimidated. Choose the 3-5 ideas you can work with immediately, then dip

into these pages again and again. Remember it's structured this way to help save you time – not to induce stress!

May I wish you many Rapid Result Referrals.

Bath, Somerset, England. January 2014

Chapter 2 Quick Wins

A systematic method for generating referrals becomes a strategic driver within a business. The Rapid Result Referral Plan described in later chapters and the strategic questions listed at the end of this book will help you develop such a strategy. To gain the most from this book, a strategic approach is recommended.

More referrals, more quickly is the focus of this chapter. Here you will find over 125 tactical tips to demonstrate the effectiveness of referrals. Use these ideas to enhance your strategy. Most people seem to test tactical ideas first to see if they work. Only when they see evidence do they develop a full blown strategy. So here they are, all in one chapter. Each idea has the power to attract highly profitable new business for you. But only if you apply them.

Speaking with and training thousands of sales people and business owners, I have noticed an alarming tendency – for a variety of reasons, seemingly intelligent and professional individuals have a debilitating habit of deciding something won't work for them. They claim to 'know' it won't work because, they believe their situation or particular industry *"doesn't work like that"*. When you believe something won't work, you will do nothing. This will prove you were correct. It may make you feel good about yourself, but it won't necessarily increase your sales. Or would you rather be right than happy and more profitable?

You have a choice – you can read these recommendations and decide they won't work for you, or you can ask yourself *"How could I adapt this idea to my own unique situation and use it successfully?"*

All too often, our behaviour is based on how comfortable we feel about ourselves when we are talking to customers and potential customers. If we don't feel confident about asking

for referrals, we won't ask for them as often as we could or should.

Self-employed or running your own micro-business? The quality of your work or the level of your skill should be enough – right? Wrong. Too many freelancers, consultants and owner managers 'hate' to sell. They don't want to appear pushy or too 'commercial', so they'd rather not say anything. Even though they may really want additional business – the pain of asking is worse than the pain and accompanying stress associated with a lack of business.

- Realise this. Leaving referrals to chance is a crime against your business.
- Speaker coach Burt Dubin describes referrals as “*The oxygen that fuels my business.*” A mind-set you are advised to adopt.

Develop the Referral Habit

• Each time you receive business from a new customer simply ask them how they found out about you. Go on to explain that a high proportion of your business (say what percentage, if you know it) is by recommendation and referral – indeed the entire success of your business is based on this. If you wish, add “*Because referrals are so important to us, this means we have to work harder for you so you will choose to recommend us in the future.*” All this achieves a number of things; you collect valuable information that you can use to measure the effectiveness of your business. You'll learn how much business comes in by referral. You learn the names of those who are referring you. This means you will be able to thank each person, which in turn makes it more likely they will continue to recommend you. Why? Because you went to the trouble to thank them. Most of the time people don't thank those who refer business simply because they don't know who was responsible. As for

your new customer it reassures them that they have made a good decision placing their business with you – people who rely on recommendations MUST be good! Finally, it is a gentle way of educating your new customer at the outset of your relationship that you take referrals seriously and at the right time referrals will be offered or asked for. How this is done in a professional and ethical way will be covered later in the book.

- One of my clients, a large multi-national organisation, proudly told me that service levels are SO high, and customers so happy their customer survey said “92% of customers are prepared to give recommendations.” “But how many do?” said I. “Nothing like that number.” Came the reply. Why was this? Because nobody had ever thought to ask them!

- Develop a habit of offering at least four referrals each day. Similarly, ask for four - but not from the same people!

- In Rick Crandall’s book *1001 Ways to Market Your Services* he tells how Terry Lewis carries 5 paper clips in his pocket every day. Each time he feels one in his pocket he asks the next person he sees for 3 referrals. Once he’s received them, he throws away the paper clip. Personally, I’d transfer them to another pocket for re-use the next day! Because this technique helps him keep referrals at the front of his mind, he usually receives 15 new prospects each day.

- Scott Kramnick in *Expecting Referrals* discusses his concept of *The Referral Cycle* whereby an ever-growing pool of cold, warm and hot prospects is fed at each stage of the cycle; the prospect, pre-appointment contact, the appointment, product delivery and after sales service. Each of these is an opportunity to ask for referrals. He rightly describes the importance of making a ‘parallel sale’ – selling the contact with the idea of giving referrals as well as making the product/service sale. He suggests rotating cold, hot and warm calls to referrals to reduce the potential for rejection and help keep the motivation going.

- Your habit of reconnecting with others when you DON'T want something is one of the most effective things you can do to stand out in the minds of others as someone who is worth knowing and referring business to.

Communicate The Importance Of Giving And Receiving Referrals

• *"How's business?"* This is a question I routinely ask members of my audiences. They usually answer "Fine", "Great", "Fantastic", "Brilliant", "Never been better", "Very buoyant" etc. Perhaps they are telling the truth, or may be a few are putting on a brave face, when in reality business could be better – or even MUCH better! NEVER NEVER answer the question "How's business?" in the way I've just described. It may be true. It may make you feel better, by appealing to your ego – but it sends a subconscious signal that you don't want or need additional business. And for anyone who wants to increase their sales – this isn't a good idea. Instead, say something along the following lines; *"Thanks for asking. Business is terrific at the moment. I'm convinced its because we are working really hard to be a company that people choose to recommend. It seems to be working, 65% of our new customers come from referrals."*

Your first thought may be – that's too much of a mouthful. Or it sounds too mechanical for you to use as a response. All too often people ask about your business to be polite, or because they can't think of anything else to say. That's fine. By thanking them for asking, you help them feel good about themselves. Just give it a go. Rehearse it a few times first, you'll feel more comfortable.

- We are the gossip species. Human beings talk about each other. It happens any way. But when we encourage those we know to do it proactively, we dramatically increase the effectiveness of our word-of-mouth business. If prospects hear about you in a positive way, they may decide to become a

customer right away. Although for most, they will just begin to view you more kindly. A combination of positive word-of-mouth from a variety of sources goes a long way towards converting a prospect into a customer.

- Assuming you have earned the right, simply contact your closest customers and ask them to talk about your business to people they know. Just being talked about in a positive way will start the referral process for you.

- I don't believe in business 'rules' as such. However, when I ask audiences to tell me what they think the first 'rule' of referrals is, they are usually unanimous. They say "Ask for referrals". I don't agree. Asking for more referrals is the second 'rule'. To me, the first 'rule' for receiving more referrals is to be seen to **offer** more. How many referrals have you and your colleagues provided to your contacts and customers in the past week, month, year? It's unrealistic to expect to receive referrals if you don't give them. By offering high quality referrals to your own contacts, they quickly learn to look for referrals on your behalf too.

- The next time a customer gives a compliment say "Thank you. Would you be prepared to put that in writing?" They may think you were joking, so gently say "I'm serious. It would mean a lot to me. I am always looking for written testimonials from delighted customers." For more information on how to make even more of testimonials see Chapter 6.

Optimise Your Referral Gathering Capabilities

- How many people work for your company? "About half" is the wrong answer! What if everyone within your company learned to understand why it was so important to take a more active business development role? Think how powerful that could be.

- Brainstorm the possible sources of referrals within your company. Get everyone together (including non-sales staff)

to discuss who you all know from previous companies you worked with, highly regarded suppliers, as well as friends and relatives. How many could and would suggest people and organisations they know who could become new customers. All too often we overlook our colleagues and the people closest to us as potential sources of referrals.

- Non-sales (especially sales support) staff are an under-utilised sales resource in most companies. All too often they complain they don't receive any commission or financial benefits for helping the sales people earn their high bonuses. Many of your people are very knowledgeable about your business, and could be influential advocates for you. Motivate them to attract customers out of business hours by printing business cards for staff who are interested in getting involved. Invite them to hand out these cards to those they identify as prospects. Then offer a commission, or if that's not possible, a non-financial perk for each piece of business that comes in as a result of a caller who mentions their name.

- Have a "*Referral of the Month*" competition with all your colleagues. This increases the likelihood that they will think more about referrals on a daily basis. Ensure the scheme is structured to enhance and NOT hurt a sense of teamwork.

- Strategically target 'better' clients. These are your biggest fans, not necessarily those who spend the most with you. This has the effect of attracting referrals from even higher profile clients in the future.

- If your current offer does not lead to repeat business, what can you add to your product/service offering that will?

- If you work within a large organisation, make it a priority to get to know colleagues in other parts of the business. You can increase the number and quality of 'cross referrals' if you find out what business they are looking for, and educate them to spot the types of opportunity you are most interested in.

- I once spoke at a conference for a global organisation that

included an exhibition. There was a booth for every department within the company. Each department competed for prizes to produce the most informative and interactive exhibit. The result? The best way they had ever educated everyone within the company to more fully understand the focus, needs and expertise of their colleagues. For the first time, everyone had a clear idea of how they could sell solutions from other parts of the business to their existing client base. The number of cross-referrals soared.

- Hire high-calibre people with lots of contacts.
- If you are looking to recruit more high calibre people to your company, encourage (even financially reward) your existing staff to recommend the best people they know. Be proactive about it. Your staff will feel they are being listened to.
- What perceptions are staff creating by the way they describe the company to those they meet out of work hours? Obviously, you can't tell people what to say in their own time. If they feel unappreciated or mistreated they will share it with who ever will listen. So, treat your people well and help them realise how fundamentally important it is to the future success of the business (and their jobs) for them to talk well of the business 'behind your back'. They have a crucial role to play to help generate positive word-of-mouth within their circle of friends and contacts. What do staff say when asked "*What does your company do?*" What would you prefer them to say? Perhaps you and your staff could formulate a consistent response. Work together to come up with a few options that staff would be willing to use.
- Put up a sign in your office, waiting room or store saying "*We appreciate referrals – please tell your friends and business associates about us.*" If you're a new business, tell your customers "*We are a New Business – Please Recommend Us*".
- Print on the back of your order forms or business reply envelopes a request for referrals.

- Include similar notices when you send out invoices. Put them on your brochures, website, company vehicles and business cards.
- If you publish a company report, it will be read by those most interested in your business – especially shareholders who have a vested interest in your success. Include a section clearly defining the profiles of your preferred customers. Provide details of a specific person for readers to contact with the names of people they can refer to your company.
- Include something similar in your newsletters, staff journals, customer magazines and website. It costs so little to do – yet the payback can be high.

Align Yourself With Others

- Identify people in complementary businesses. Refer business to each other. Think laterally.
- Create affinity groups. Membership organisations are often strapped for cash and are keen to offer their members preferential terms on a number of services. Provide a genuine good deal to their members. This is great for the organisation, because they are seen to offer higher value to members at no cost to them. Perhaps you would be able to offer a small commission to the organisation for each sale. Many not-for-profit organisations are desperate to find ways to maintain or increase their membership subscriptions – so help them. Doing so is a great way to increase your own sales volumes ‘privately’ so you are not seen to openly discount your products and services and perhaps undermine perceived value or brand position. Members could be a healthy source of new referrals, more than making up for lower profits per initial sale.
- Become an expert on where to get the best deals on a wide variety of products and services. And educate your best contacts to call you whenever they are thinking of making a significant purchase so you can help them find the best deals.

This avoids the problem of calling them on a regular basis when you haven't got anything specific to offer them. When they are motivated to re-connect with you, referrals will be easier to ask for.

- Assemble on one sheet of paper a list of your preferred suppliers and professionals. Put your name at the top and entitle it [Your Name] Recommends... And send it out to the people in your network. You may be able to persuade those on the list to offer a preferential rate to anyone who mentions your name when they call.
- If you are an estate agent/realtor – why not put together a list of local service providers who you can confidently recommend to new people in your area. Brainstorm the services needed. Include builders, decorators, plumbers, cleaners, gardeners and babysitters. Local organisations. This is added value for clients and potentially increased income for you if these suppliers agree to pay you a finder's fee for each piece of business that comes their way.
- As a professional speaker on the subject of networking and referrals, giving and receiving referrals is an essential element of my own business. After I have worked with a client, they would frequently tell me they were looking for another high calibre speaker for their next meeting. Who would I recommend? These days I'm more proactive. I say to clients *"If you ever need high-calibre speakers or trainers– ask me. I can probably help."* As someone they have come to trust, a high proportion of people take me up on it. I recommend speakers who I know will deliver a great result. The client can be confident they have someone suitable. I've helped the client, so I've been more valuable. The speaker gets the extra business. It's a service to the client and to my most trusted speaker colleagues. And they are more likely to recommend me to their clients. Everyone is happy.
- In *Getting Everything You Can Out Of All You've Got* Jay Abraham

includes this referral idea; a catering business that offers a special service for food allergy sufferers and a new line of food products, instigated a referral programme encouraging friends and fellow sufferers to subscribe to the meals service or request the foods at their stores. The store products included on-pack ads to cross-sell the meals service.

Clearly defined groups such as food allergy sufferers in this case are a great way to gain access to larger groups of customers. Which groups already service your target customers? If none exist, it might be worth creating them yourself. When members derive value from being a member, others with similar needs will find you, especially if you encourage them to provide you with referrals!

- Offer to carry around 6 or so business cards or brochures for each of your closest business friends. When an opportunity presents itself for one of these contacts, hand one out. Obviously, encourage them to do the same for you.

Generate More Business From Existing Customers

- Get in touch with every previous customer or client (but only those who you would want to work with again!). Assuming you did a competent job, it's safe to predict that you would end up with profitable new business. Forgetting clients you have worked with in the past is a costly mistake to any sales person or business owner. Maintain your relationship with all your clients and customers. Why? Previous happy customers are always the easiest people to sell to. They know and trust you. Working again for past clients is also more profitable than constantly spending money to find new clients. Known as 'top-of-the-mind' marketing - you will find a significant amount of repeat business will come your way. Inexperienced business people tell me they don't maintain contact because they think they will be seen as a nuisance. They don't want to be seen to pester anyone. If your ap-

proach is one of helping your clients, they will not think of you as a nuisance when you contact them.

- **Develop talkability.** What stands you out from your competitors? What makes you worth being talked about? Become a pace-setter. Be newsworthy.

There are too many ideas listed in this chapter to try them all at once. Be selective. Choose the ones that are most likely to deliver rapid results for you. As you'll discover, if you experiment with just some of them, your confidence will increase. This will mean you will be more likely to adopt more in the future. So, try a few now and then make an appointment in your diary to read this again in two or three month's time. Your confidence and mindset will have changed. What you may have skipped past during the first reading is more likely to jump out at you a second or third time around as a viable approach for your business.

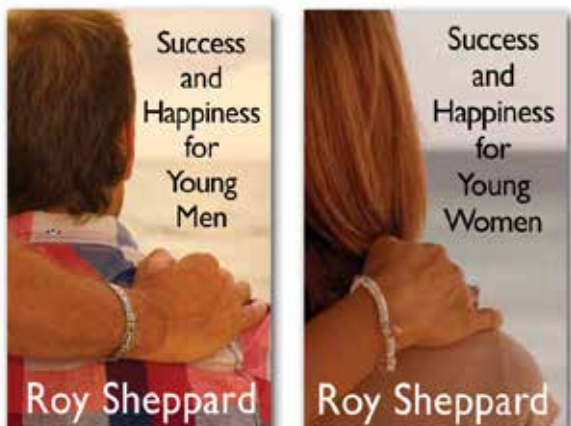
About Roy Sheppard

Roy is an expert at bringing people together. At work. And at home. He writes extensively about all aspects of relationships – including the taboos. A specialist conference moderator/facilitator Roy is also a professional speaker on the subject of building more profitable business relationships. and “How to Be Upbeat in a Downbeat World”.

www.RoySpeaks.com

Roy's Books

New for 2014



“Success and Happiness for Young Women” and **“Success and Happiness for Young Men”** are practical life guides for all young adults. Packed with priceless information we all wished we’d known when we were young. FREE chapter samples and 5 star reviews from young women (especially) for these eBooks are available from:

www.YoungAdultLifeGuides.com.

At the checkout for the eBooks add the code FRIEND to receive a 50% discount. Please share with every young adult you know or friends and family who have some!

The printed UK versions of these books are called **“Dear Son: what I wish I’d known at your age”** and **“Dear Daughter: what I wish I’d known at your age.”**

www.FaceBook.com/YoungAdultLifeGuides

“Meet Greet and Prosper” is for those who want to learn the personal skills of ‘working a room’ at business and social events. It is also available as a FREE eBook. To download in three different formats visit: www.RoySpeaks.com/eMGP

“That Bitch: Protect Yourself Against Women with Malicious Intent” and **“Venus: The Dark Side”** are EXACTLY the same book.

Much has been written in the past decades denouncing men for a multitude of actual and perceived shortcomings!. Roy, together with Mary T Cleary, took the bold step to write a forensically researched book about dangerous and malicious women. It has already helped thousands of innocent men and women who have been targeted by this small minority of women who wreak havoc on the lives they seek to destroy. Mary is a world authority on the subject of male victims of domestic abuse, a widespread societal problem that rarely receives publicity in the media. *“That Bitch”* is also available as an eBook from here.

The only people who have a problem with the book are the very women it is written about: because they know they have something to hide! Read their vitriolic and personal attacks at: www.YouTube.com/TheDangerousWomen (currently with more than 500,000 video views).

“How to Be The One”, “How to Be The One Daily Reminders”.

“How to Be The One” deals with what it takes to BE a special person in an intimate relationship. It’s for men and women. It takes a unique approach to this complex topic. Because of this, it was chosen as a lead story on CNN.com’s LIVING website and was the subject of a two page spread in the UK’s largest circulation women’s magazine - YOU, part of the Mail on Sunday. Part of this book was condensed into a handy Daily Reminders pocket book which is only available direct from the publishers. It is not available in any bookshop. It is FREE when you buy “How to Be The One” direct from the publishers. [Click here.](#)

About this eBook

This is just part of one of the chapters from “Rapid Result Referrals”. To buy the eBook simply [click here](#)

NEW Buy Rapid Result Referrals here
for tablets and Kindles

Contact

To book Roy as a speaker or conference moderator contact:
Tel: 00 +44 (0) 1761 414676
Email: info@RoySpeaks.com
Web: <http://www.RoySpeaks.com>
Twitter: [#RoySheppard](https://twitter.com/RoySheppard)

Finally, if this eBook sample has been useful to you and your business, who among your contacts and colleagues would also appreciate reading it? **Please refer it!**