

MASTERING REFERRAL SALES:

A STEP-BY-STEP GUIDE TO WINNING MORE BUSINESS THROUGH REFERRALS

Looking to generate more sales and build long-term relationships with your clients?

This two-page guide provides a step-by-step guide to winning more business through referrals. Whether you're a seasoned sales professional or just starting out, this resource will equip you with the skills and strategies you need to develop a successful referral strategy that helps you attract new business, increase customer loyalty, and drive business growth.

With easy-to-follow steps and practical tips, this resource is a must-read for anyone who wants to take their sales to the next level.



REFERRAL SALES BASICS:

Discover the power of referral sales and how it can help you generate new business and build long-term relationships with clients.

- Referral sales are a highly effective way to generate new business and build long-term relationships with clients.
- Referral sales involve leveraging your existing network of clients, vendors, and partners to generate more sales and referrals.
- Referral sales can be more effective than traditional sales methods, such as cold calling and prospecting.

KEY STEPS FOR MASTERING REFERRAL SALES:

Discover the key steps for mastering referral sales, including developing a referral mindset, creating a referral strategy, building a referral process, executing referrals effectively, and maintaining relationships with referral sources.

- Referral Mindset: Develop a referral mindset that enables sales success by understanding the psychology of referrals and identifying and overcoming common obstacles to generating referrals.

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- Referral Strategy: Develop a customized referral strategy that aligns with your business objectives by identifying key referral sources, developing relationships with them, and creating a referral program that incentivizes and rewards referrals.
- Referral Process: Develop a process for generating and managing referrals by creating a system for tracking and measuring referral success and identifying opportunities to leverage technology to streamline the referral process.
- Referral Execution: Ask for referrals effectively by developing a referral pitch that resonates with potential clients, overcoming objections, and turning referrals into sales.
- Referral Maintenance: Maintain relationships with referral sources by following up with referrals, staying top of mind with potential clients, and leveraging referrals to grow your sales pipeline and drive business growth.

RJM REFERRAL PROCESS:

Create a plan of action to generate referrals.

1. Identify your ideal client.
2. Create scripts to ask for referrals.

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3. Establish internal training on UVP, key service deliverables, ideal clients, triggers, referral process, and scripts.
4. List all clients, vendor partners, and centers of influence
5. Rank groups above based on the strength of the relationship
6. Reach out to each group by strength
7. Thank referrers for their referrals
8. Track referrals and follow up on open and closed opportunities

WHAT NOW?

By following these key steps, you can develop a successful referral strategy that helps you attract new business and grow your customer base.

Ready to start generating more referrals and growing your sales pipeline?

Contact us today to learn more about our sales coaching services. Our experienced team can help you develop a customized referral strategy that aligns with your business objectives and drives long-term success.

