

7-MINUTE GUIDE TO GIVING GREAT REFERRALS



Why do some people generate the majority of the referrals in a market and get all the good customers? It always seems like one or two people get most of the referrals while everyone else battles for scraps. You can become the person who gets the referrals in your field when you become a Master Connector.

Master Connectors don't promote themselves, talk about their accomplishments or say "I," other than to say, "I'd like you to meet...". You'll often find them with at least two people around them and speaking with both at the same time. They focus on building and deepening relationships between the other two people.

The single most important skill in business is the ability to create business relationships between two people based on core values and mutual self-interest.



Since 1985, BNI has been teaching businesspeople like you to grow their business by building relationships between other people. It's the foundation of Givers Gain® and is the fastest way for you to become the most successful person in your field. Once you learn this system, you will:



Double the growth of your referral network as each connection you make creates two people who appreciate you and want to pass referrals to you.

Generate more referrals for your own business as your referral network expands.

Turn any new referral you get into network growth opportunities as you make additional non-competitive referrals for your new customer.

Generate more referrals from within BNI as well as within your entire referral network.

Grow your business to dominate your market by generating positive word-of-mouth advertising.

HOW TO GIVE REFERRALS LIKE A MASTER CONNECTOR

Not all referrals are the same. Master Connectors take care to ensure both sides of a referral feel comfortable, connected and engaged. **Move up the referral levels to build the strongest network** for your own business. Here are the five types of referrals - the higher the number the better the referral:



1. Remind your prospect to use your name to ensure they receive great service. For example, "Natalie is expanding your call - be sure to mention my name."

2. Pass along a letter or email recommendation. This is often done as an email introduction to connect the prospect with the provider they are seeking.

3. Begin to qualify the need of the prospect for the provider's solution and explain how the provider can solve that problem.

4. Schedule an appointment for the prospect and the member to solidify the when and where for their conversation.

5. Schedule a meeting with the prospect, the provider, and yourself so you are there to translate how the connection makes sense.

THE EASIEST WAY TO GENERATE REFERRAL IDEAS

When you are speaking with your friends, coworkers and acquaintances, the best referral opportunities come by listening for signals that someone is planning, bragging or complaining about something.

PLANNING

People talk about their plans, the next big holiday, the next big vacation, the next big move or milestone with their family.

If they are planning a move, maybe they will need a moving company or realtor.

If they are planning a long trip, maybe they will need a travel agent or a house sitter?

BRAGGING

We brag about our kids getting accepted to school, a new home, or a new promotion.

Child heading off to college? How about renter's insurance or a car so their child can get around town? A new promotion may mean they need a realtor for a new home or financial planner for investments.

COMPLAINING

A fair number of people complain daily about their health, their home or wasted money on an unnecessary service.

For example, a supplier may tell you, 'Ugh, my computer is so slow.' This may be a referral to the IT company? Or, a friend might complain about the layout of their kitchen... this may be a referral to a general contractor.

Whenever you hear one of these referral opportunities during a conversation, ask them about it. Chances are they will love to tell you more. Then, ask if they are open to connecting with someone you know who can help them.

3-SIMPLE STEPS TO GIVE GREAT REFERRALS

1 QUALIFY

Ask if your contact would be open to receiving a call from one of your BNI Members. If yes, then...

2 RECORD

Open the BNI App, complete the relevant contact details and check the box "Told Them You Would Call".

3 REPORT

At the next meeting, tell the group about the referral(s) you've passed.

When you give great referrals, you are ensuring that both parties appreciate you and want to reciprocate by giving referrals to you. With time, this can double the number of referrals you get for each referral you give. This is what Givers Gain is all about. Plus, the customers you get from referrals generally spend more with you, have a stronger sense of loyalty and remain your customer for longer.

FOR FURTHER STUDY:

VIDEO

- ✓ Member Success Program – **Referrals** (Includes additional methods for generating referrals, the difference between a lead and referral and how you can generate more qualified referrals.)

BNI PODCAST:

- ✓ **Episode 596:** I Want Referrals, and I Want Them Now!
- ✓ **Episode 588:** Want Referrals? Don't Bore Me To Tears
- ✓ **Episode 562:** How to Get Referrals

BOOK

Networking Like a Pro by Dr. Ivan Misner

www.bni.com