

5 Ways to Increase Referrals

Wayne Knetter, 4 CP Promotions (www.4cp.com.au)

I had just read (or rather listened to) a book from John Jantsch called The Referral Engine so my notes and focus came from that. Go to Amazon.com and sign up for a monthly audio book for \$8 a month and then this book would be free on a monthly trial from Audible.com. They could download to their computer and burn a CD or download to ipod, phone or anything else that plays audio. (see <http://www.audible.com>)

1. **Be Remarkable.** The authors focus is on being 'remarkable' as nobody refers a boring business. I mentioned how my focus is changing to not only do more remarkable things for my customers, but try to record what i do and get it into my advertising more. I already mention that i can do stickers 'while-u-wait' and that my print area on pens and other promotional stuff is larger. But things that make me remarkable is my ability and keenness to do the great artwork while my client is here next to me. Allowing them full interaction with the design in real time. I'm also dangerously fast at doing artwork and sending changes via jpegs over emails instantly so my clients sit at their desk and more commonly 'out and about' with smart phones.
2. **Name Yourself / Be Approachable.** I gave everyone a copy of the first chapter of the book, which was 13 pages long and spoke about the story only 3 pages in about Scott Ginsberg and how he has made a 'name' for himself over wearing a name tag, a big name tag all the time. He talks about being more approachable to increase your chances of more referrals from having more people to talk about you. I suggested they do a google on Scott Ginsberg to learn more about him.

<http://www.hellomynameisscott.com>

3. **Be Surprising** Also in the first chapter is reason to be 'surprising' by adding in a little something. I surprise my customers by popping in a little bag of M&M's with a thank you sticker on, with every order that goes out, we also include a pen made from recycled cardboard. I have also started to include 2 business cards, instead of one and I'm getting some feedback from new customers saying they had a card passed on to them. (I read that tip online somewhere)
4. **Make Yourself Easy to Communicate With.** We find it very easy for clients to email back or phone up and say thanks for the chocolates and Oh by the way, the product is fantastic too - which is great as we would not hear from them otherwise. We hope they also say to friends that they should buy their stickers from us and that they will get chocolates too.
5. **Build Trust** The author also talks about having a trust building phase when the referral comes to you. I mentioned how I try to create 'common ground' within the first conversation as listed in 'how win friends and influence people'.

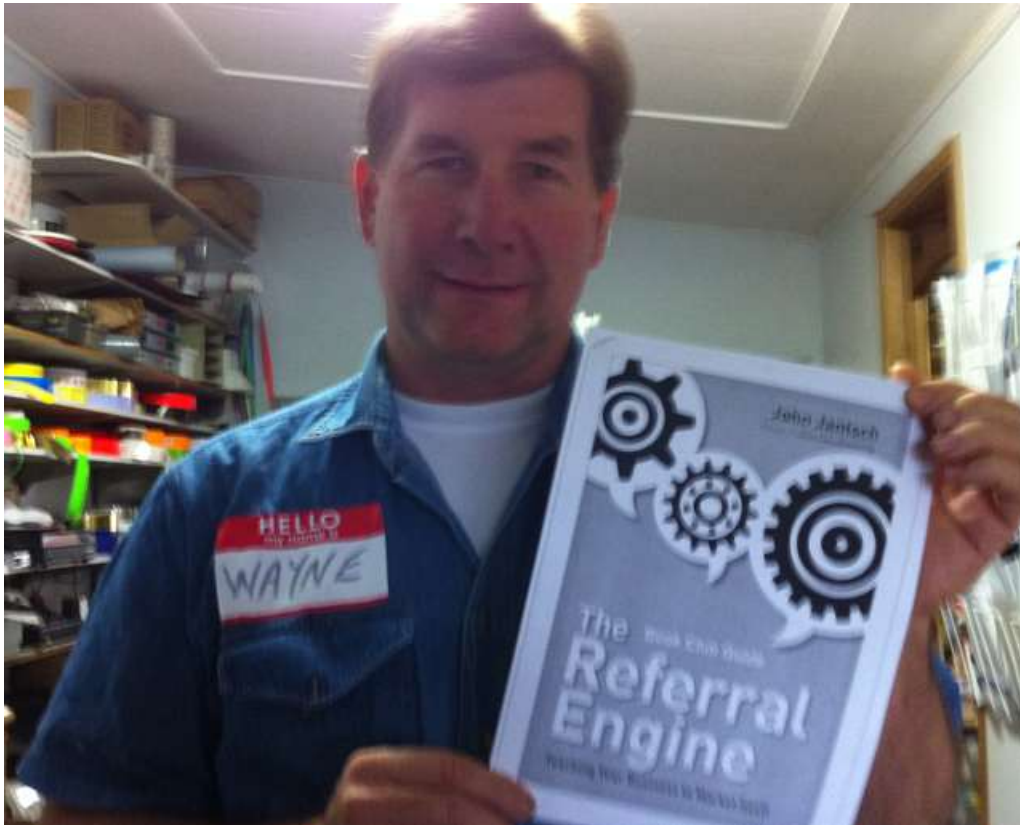
http://en.wikipedia.org/wiki/How_to_Win_Friends_and_Influence_People

Also have you testimonials on display on walls or advertising to help this process of trust building.

Conclusion

This process should be jotted down and refined and a procedure put in place.

I sent everyone home with a pack of 4CP M&M's. So hopefully they found that remarkable and surprised them enough to give me a referral and because they are all going to wear their name tag for the day. The the referrees will know who they said referred them.



Summary of Steps

1. Be Remarkable
2. Be Approachable
3. Be Surprising
4. Communicate
5. Build Trust