

Gaining Referrals – the 3 step process

Gaining referrals is an important aspect of selling and one which is often overlooked. To ensure good levels of new business, advisers need to have customers and gaining referrals is one of the quickest and most cost effective ways of doing so. This guide shows you how to break it down into three simple steps.

Step 1

Establish referral agreement with your client before you start the fact find – Ask for referrals at the beginning of the meeting rather than at the end. By requesting the opportunity to ask for a referral up front, if they are happy with the service you provided it will raise its importance and help to keep it on your agenda.

Example question: *“At the end of our meeting, if and only if you have found my service useful and you are happy with it, would you be happy to refer me to friends or family?”*

Step 2

At the end of the fact find, recap what you first discussed – Check with the customer whether they found your service helpful, what it was they found helpful and if they are still happy to refer you.

Example question: *“If you recall at our first meeting, you agreed that if you were happy with the service and found it useful then you would be happy to refer me to friends or family. Is this still okay?”*

Step 3

Be specific in your approach - Once you have established a good relationship with your clients, there are some questions which you can ask to help them to think of people to refer to you. Work out which questions work best for you or even use them as inspiration to create your own. Don't be afraid to use more than one with each customer.

Tell me ...

- Who else do you know has a mortgage?
- Who do you know that might be thinking of remortgaging as a result of nearing the end of their current deal?
- If you were doing my job, who would be the first three people you would call?
- Who is the most successful business person you know?
- Who do you know that runs a successful business?
- Who do you know that is a partner in a successful business?
- Who do you know that owns their own business?
- Who do you know that has a young family?