Referrals

SUMMARY
People fail to request referrals for a variety of reasons: it's not their job, they don't know how, don't want to seem pushy, or just forget. You can overcome these challenges by identifying benefits for you and customers, communicating value, and knowing who, when, and how to ask.

CONTEXT
Asking for referrals can be an uncomfortable step for many people. A key way to change this is to recognize that asking for referrals can be a benefit for your existing customers. They can be helping you, their contact, and their company all at the same time. Customer service people benefit from helping create results for new customers and strengthening business relationships. The new customer benefits because they can find ways to solve problems and create new opportunities.

In this module, you will be able to explore the barriers to asking for referrals, recognize the possible benefits for everyone involved, and learn an easy and conversational approach to ask for more business opportunities.

“Why not go out on a limb? Isn’t that where the fruit is?”
—Frank Scully

At the completion of this module, participants will be able to:

- Overcome the logical and emotional barriers about referrals
- Apply a process to ask for referrals with confidence
- Create win-win referrals that customers find comfortable
- Follow through on referrals to win new customers