

Your Referral I.Q.

Your Referral I.Q. can turn your business from cold to **GOLD!**

Answer the following questions to accelerate your referrals and increase your business.

By committing to building up your referrals, you will:

- Attract your ideal clients more than 50% of the time.
- Shorten your sales process by at least 35%.
- Reduce your cost of sales by at least 22%
- Win more and land more profitable deals.

There are only "yes" and "no" answers. "Maybe" never counts in sales.

Answer the following questions "yes" or "no"

1. I have a written referral plan that is part of my marketing plan.

2. I have written weekly or monthly referral goals.

3. I measure my referral generation success.

4. I have a plan for acknowledging referrals that are provided by referral partners.

5. I have the "know-how" to build referral relationships with confidence.

6. I always get introductions to potential clients / customers from existing relationships.

7. I have introductory messages that communicate the value my business brings that differentiate my business products and services from my competition.

8. My referral sources know the top reasons to refer my business to others.

9. I am recognized as an expert and "go-to" person in my field.

10. Everyone who is a referral source knows my ideal client profile.

11. I attend events where my clients also show up.

12. I am 100% comfortable receiving referrals and giving referrals.

13. I have a method for following up that I follow faithfully.