

MORE REFERRALS

How to give & receive quality referrals

At BNI we believe in & practice the '**Givers Gain**' philosophy

Those who sow quality 'giving time' every week, will consistently receive quality referrals

Definition: A **referral** is a prospect expecting your call - looking forward to your call.

Definition: A **lead** is a name & number not expecting your call - "Who're you & why you calling me - I'm busy - no thank you!"

At BNI we strive to give quality referrals - never leads.

2 Types of referrals...

* Inside chapter - many referrals begin here in a new chapter

* Outside chapter - these increase as the chapter matures through 1on1's & advanced training

Increase the quality of your referrals...

* Know & **clearly explain** to your prospect what sets your referee apart - why he'll provide the very best service.

* Use **3-way calling** to heat up your referrals - call your service provider to add this essential service.

* 3 Party **personal introductions** are the hottest referrals - the smile, handshake, eyeball contact, business card swop, showing genuine interest, intelligent comments, appointment set-up, etc.

Do you want quality referrals that turn into \$\$\$?

Truth... the **quality of referrals given** = the quality of referrals received.

Go the extra mile as described above, it'll pay you back very well over time.

Reactive referrals:- Educate your sales team - phrases to listen for - keep your eyes & ears open...

* Chinch bugs are killing my lawn; Weeds are taking over my lawn - Lawn & pest control referral

* I don't think I'm ready to buy a home; I don't think I can qualify for a loan - Mortgage referral

* Being transferred; House is too big/small; Closer to work - Real Estate referral

* I've gained 10 pounds; I have no energy - Health / fitness referral

* Slow computer; Need a network/server; Virus problem - Computer/IT referral

* Tired, no energy, aches & pains, high Blood Pressure & Cholesterol, kids are always sick - MonaVie

* We're planning to re-model - Kitchen / bathroom referral

* House needs fixing, repair, installation, service, painting, etc. - Handyman referral

Proactive referrals:- Don't wait for an apple to fall - **shake the apple tree** too make them fall.

* Tell everyone - I'm the 'Walking Yellow Pages' - if you need anything, ask me - let everyone know you're very well connected.

* **Questionnaire** - ask folks & clients you've closed business with, "Will you please give me a couple of minutes to complete this questionnaire. Would any of the following quality services be of interest to you?..." & go through the list - Home cleaning, carpet cleaning, pressure washing, Banking, Life insurance, Health insurance, P&C insurance, Real Estate, Identity Theft, etc.

* Look for dirty air-filter covers - Cleaning service

* Look for stains on ceilings - the roof is leaking - Roofer

* Wear your BNI badge - it's a great conversation starter.

KEY for BNI Vice Presidents Referrals Report eMailed to us all weekly...

Referrals Given in/out; Referrals Received in/out; Visitors; Attendance:- Absent, Lates; Dances (1on1's).