

Building A Quality Referral Base

Without an increasing number of new, quality referrals, you eventually hit the limit of your potential. This education minute is about how to develop profitable relationships.

Begin any relationship with conversation that builds rapport by asking questions that show interest in the other person. These should not be intrusive, invasive, or to satisfy a sales agenda, but rather questions that engage the other person and that make them feel valued.

Here are a couple of questions that help achieve this rapport.

How did you get started in the 'widget' business? Most people love the opportunity to "tell their story" to someone. This is important because most people do not get the opportunity to tell their story.

What do you enjoy most about what you do? Asking this questions opens the door to talk about his/her profession and why it is important. By asking this question you start to uncover whether you would want to make referrals to him/her in the future. Additionally, the other person will begin to see you as a person that is valuable to know.

Your conversation has ended and you never even mentioned your products or services. However the door is now open to ask for a business card and suggest another contact at some point in the future. You've created a new business relationship in the matter of a few minutes.

Whenever meeting new people, these questions will help you to very quickly build your prospect list with beneficial people. Each person you add to your referral list represents a group of about 250 people (that they know and have relationships with). Therefore, every time you meet one new person, and develop a relationship you've actually just increased your personal prospect list a potential 250 people. Do this often enough and before long, you'll cultivate a network of endless referrals.