

# Generating Referrals

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Referral business is the best kind of business for two reasons: it shows customer satisfaction because they've told a friend about the product or service, and it has a viral, self-spreading quality to it. But how do you go about getting more referrals? Referral business happens only if certain things are true about your business. It takes effort and intentionality to get the referrals.

**Provide consistently great service.** Let's face it: No one is going to refer you if your products and services are average or vary in quality. Remember, when someone refers your business to a friend, that person is putting his name on the line too. So, if you want to get more referrals, you need to first make sure your services are truly worth referring. Give every customer the best service you're capable of providing.

**Give customers incentives for referrals.** Your customers have a lot going on in their lives and telling other people about your business is on the bottom of their to-do list. This means you need to motivate them into referring you, and the best way to do this is to give them something in return for doing so: a discount on future purposes, etc.

**Don't be afraid to ask.** Again, your customers have a lot going on, so they're probably not thinking about you. The thought of referring you to a friend may not have even crossed their mind. There's nothing wrong with asking for referrals. If you've provided great service and the customer is happy, ask them to please tell their friends and colleagues about your products and services.

**Partner with complementary businesses.** Let's say you run a web design business, and you want to get more clients. One way you could get more referrals would be to partner with copywriters who have clients that may also be looking for design services. Look for complementary businesses that you can swap referrals with. At MBX we call complementary businesses, "Impact Teams."

**Look for networking opportunities.** You don't want to be "that guy" who is always pitching and selling, even in relaxed social situations. However, you should, casually, let people know who you are and what you do. Even if they don't need your services, they may know someone who does. Keep your business card on you at all times!

Jim Collins writes about the Flywheel in his book, [Good to Great](#). He says that the wheel takes lots of energy to start to swinging, however, once the wheel has made its first full arc, it only requires maintenance energy to continue to swing. That is the nature of generating referral business and why it is important to invest in purposeful, positive behaviors.