

How to Get More Referrals

Here are some time-tested tips for growing your referral base.

1. Grow trust: When you refer one of your clients to another business, you put your credibility at stake. You want to know it's a good referral.
2. Take full advantage of key "referral generating" opportunities at every BNI meeting:
 - Passing Your Business Cards
 - Distributing Literature
 - Your Sales Manager Minute
 - Your "Testimonial" Time
 - In the 15 minutes immediately before our formal meeting begins.
3. Passing Your Business Cards and Distributing Literature. Proactively think about the impression you want to leave with the group.
4. Your Sales Manager Minute: This is your opportunity to address your marketing team. Use the time well.
 - State your name, business name, elevator or tag line.
 - Give a strong headline: This week I'm looking for this specific referral: _____
 - Describe the value you bring to the referral you just requested: Think Problem -> Solution -> Benefits.
 - Restate your headline (above)
 - Restate your name, business name, elevator tag line.
5. Your Testimonial for Another's Business: This is your opportunity to give back by talking about the value of another person's business (givers gain--the BNI motto). Realize that when you powerfully build up the value of another business, it reflects back upon you, and causes others to want to do business with you.