

Referrals and Leads

What's the difference?

MBX was formed for a single purpose, and that is to give our friends good, authentic referrals without the necessity of cold-calling. In MBX the word "lead" is a four-letter word. We do not use it for very good reasons. What follows is an explanation of the differences.

Referrals	Leads
Referrals are from a known or expressed need.	Leads are not based on known facts. They are just wishful thinking.
Referrals ask permission.	Leads are not permission-based. The person or business being pointed to does not know they are going to get a call or visit. It's a surprise.
In a referral, contact information is passed.	Since leads don't require personal contact, there is no information passed.
Referrals eliminate the need for introductions and explanations.	Leads require introductions and a sales pitch. Anyone can get leads with a good Chamber of Commerce list of businesses. What's the point of MBX then?
Referrals create warm, fuzzy relationships with fellow MBXers.	Leads create ill will and resentment, and they do not accord with our stated purpose as an organization.