
Top Ways to Increase the Number of Referrals You Give

(The More YOU Give, the More YOU Receive)

1. Your business card holder: don't leave home without it. Keep it current with cards and referral slips; place the cards of notable networkers in the first and second slots.
2. Wear your name badge one entire day a week (people will ask you about it). Share any results you receive with your chapter and encourage others to do the same.
3. Put up a card holder with each of your chapter members' cards in your office. Spread the word.
4. Send a follow up letter to everyone that you have been able to refer, and thank everyone (also a subtle way to promote yourself).
5. Hand out your chapter roster to all people you do business with, showing them graphically the variety of services you can refer to them. Teach them that there is more than one reason they should call you.
6. Don't be a hermit; practice the three-foot rule! In other words, start a conversation with anyone within three feet of you
7. Get yourself an extra set of eyes and ears! Give your spouse or significant other a set of cards from your chapter.
8. Whenever you write up a sale, give your BIN cardholder to the client to browse through while you do the paperwork. The client will be drawn to the business cards like a magnet and will ask you about the people and services represented. This gives you a chance to brush up on giving someone else's presentation.
9. Do a seven-minute phone call to one other member each week and concentrate on getting a referral for that member.
10. Pick one business card each week from the business card holder.
11. Make other people in your office, home, and neighborhood aware of how to generate referrals, and keep them informed about members in your chapter.
12. Review your cardholder each morning before your day begins to keep members in mind when speaking to others.
13. When sitting across from clients, actually remove the cards from your cardholder and lay them down. Then ask the clients to take any they may be interested in. They are more likely to take the cards if they are out of the cardholder.
14. Power Teams Unite. Team up with another member of your chapter who is in your sphere of interest and take a day off to spend going on calls with the other person. Introduce each other to your clients and offer your services as a team.