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Referrals as a Profit Tool!

Referral and solicitation of business by recommendation has to work from the heart of everyone with whom you work, not just from you. It has to be led and wholly supported by management. Culture is the dominant collective beliefs, values and actions of a group of people; or “how we do things round here”. For a proactive referral driven approach to work, there must be a “**critical mass**” in yourself and your network of colleagues and customers that is committed to making it happen.

It is important to remember that people don't give you referrals because you asked for them AND people don't give you referrals just because you met or exceeded their expectations. People introduce you to their loved ones, friends and colleagues because you earned the right from the beginning right through to the end AND you asked and made it easy for them to help you grow your business. They give you referrals because they feel an empathy with you, trust you, like you, and you made it simple - in that order.



Referrals – the forgotten asset

What could good referral focus deliver to your business ?

How many cars a year do you sell ?	1500
How many of those are happy customers ?	750
How much do you make on an average sale ?	£1000
Could you get one successful referral per deal ?	No, 1 in 2
What is that conversion worth each year *	£325,000

How pessimistic can we be ? Assume half your customers don't like you. Assume that despite 1 in 3 people at any one time, knowing someone who's looking to change their car, we can only get one successful referral for every 4 cars we sell (1 in 2 don't like us, the other 1 in 2 only gives an average referral 1 in 2) – Even with this attrition rate and an understated £1000 average GP – there's £325,000 more profit available each year from your business.

Do the sums yourself; tweak every number until you're satisfied it can't get much lower – then tell yourself it isn't worth going for !

Then consider that your loyal customer also brings profits by:

- a. Reducing operational costs.
- b. Reducing marketing costs.
- c. Reducing the cost per transaction.
- d. Your positive word of mouth increases.
- e. You strengthen your position relative to the competition because a loyal customer is less likely to be enticed by small discounts.
- f. You strengthen your position relative to other retailers
- g. You enjoy the job more and so does everyone round you

By far the most valuable aspect of your customer is their potential to give you quality referrals, consistently. These are your perfect customers because they're already attracted to you through your current customers. Look at the £ amounts involved if all your customers **only gave you one referral per year** that you closed. The major component in referrals is that they **grow exponentially!** The more you get, the more you will get.



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POSITIONING LETTER

This letter can be customized and sent to everyone you meet in the context of selling




Mr./Ms. Prospect, Our vision and goals for our Company is to not just sell you a car/Motorhome but to assist in an informed decision and to assist you and your family and friends for the rest of your motoring lives.

There are two primary ways that I plan to accomplish these goals. The first is to **assist you** in a way that you have such an **great experience** that you will continue to **choose me** for all additional and future purchases.

The second part of my approach will be to ask you to introduce me to your friends, colleagues and family so I can offer them the same experience if **they are interested in buying a new or used car/Motor Home**. What I found is that since I don't spend time and energy hunting for new business I am able to **commit and concentrate all that extra time and energy to providing excellent service**. Also, it makes sense to me that if **you and I work well together**, there is a good chance that I will work well with other **people like you**.

FEELGOOD FACTOR - SUCCESS

The truth is that your customers want you to be successful. Everyone wants to work with successful people and companies. Bank on this, and create a feelgood factor of Success for them to show to others.

-  Colour photographs of happy customers
-  Testimonial letters referencing **the customer's experience of doing business with you**.
-  Awards that your company has received in relevant areas.

MAKE SOMETHING HAPPEN

Create a presentation portfolio that reflects referred business success.



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IN THEIR CONSCIOUS THOUGHTS

From the moment the thought about your vehicle surfaces to the conscious level, to a short period after the sale is completed the customer goes through a period where the whole idea stays in the front of their conscious thoughts.

They will pay more attention - articles related to what they're purchasing from you, and ads in magazines and newspapers. They will pick up on conversations about cars and find information all over the place. They will suddenly read or hear about cars almost every day. They will notice other car dealers every day.

That's why, if mishandled - Cocker's first appear here.

When something comes to your conscious awareness, you're more likely to act on it. That is, if you've trained yourself to look for yellow Ducatis because you have one, your behaviour will be attuned to searching out and interacting with Ducatis.

Tell your customer about this elevation of their conscious thought – explain that now a new vehicle is important to them – they will be thinking about it much of the time – it should be like adding trained sales people to your staff. They will recognize and remember people who are prospects. **They** will become advocates for **you!** Invite your customers to write down the names of those people they suddenly think of, meet, or talk to in even casual conversations. Let them know this will be happening, so that they are looking for Ducatis on your behalf. Help them split all the people they know into groups. Ask them to think about neighbours, friends, workmates, relatives, clubs, associations etc.

How many customers do you satisfy each year? That is potentially how many sales professionals you could have on your personal team!

Be sure to break their circle of people into categories – this helps the brain deal with it better – relatives, workmates, friends at work, friends at the golf club etc, neighbours.

REFERRAL REQUEST FORM





- 📄 **You don't get if you don't ask. Create a simple form to request referrals from your customer – something he or she can refer to later when they have more time to devote or when they are in the right frame of mind. Make sure to create a place for names, phone number, addresses, etc. Make sure your contact information is on the form!**







REFERRAL REQUEST FORM

Our business is a small private business built on the foundations of good service and honesty. I work almost exclusively with referrals.






With every referral I receive, I seriously try to:

-  Treat each with respect enthusiasm and professionalism
-  Work hard to build a long-term relationship
-  Make a positive contribution, whether we do business or not
-  Keep you informed about my involvement with them.

About me/us

-  I can access most new cars and Vans on the market and all pre-owned cars and Vans – through our National network of businesses and contacts – with thousands of New and Used vehicles in stock at any one time.
-  Ongoing personal support and service – I'll always return your calls and Always care, even after your cheque's been cashed!
-  Stable, dedicated, professional and experienced support team with a committed vision of customer focus from the very top of our Company.
-  Incidentally – this is a great opportunity for you to generate more income and reward.

You might introduce me to:

-  Neighbours
-  People who you share a sporting or social interest with
-  Professional colleagues
-  Family/friends
-  Anyone else you can think of.

Etc.....

WHAT WOULD YOU LIKE TO ACHIEVE IN YOUR VISIT HERE TODAY M PROSPECT?

Help me to visualise your goal today and I will help you to realise it – whether it's information, a brochure, a price or something entirely different

Our Sales Process is a Road to a Sale – it seeks to strike a rapport and eventually trust with the client, sufficient for them to take the magic pen and commit. Your customer has an expectation and an outcome in mind when he/she visits our Dealership. Your customer probably has a sense of what success is for them in their enquiry. Modify your sales process and take time to help them create a clear vision of what success is in this transaction. Ideally, you want to help



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your prospect **visualize** and emotionally **experience the successful purchase of a vehicle**.

You can help yourself by having your prospect envision their visit expectation – tell me what today's visit looks like for you to be successful for you today M Customer? This is a powerful and persuasive sales strategy. It also gets your prospect more fully engaged in your proposal. Think of it as an extension to qualification;

- It clarifies your prospects goals
- It defines the parameters the prospect is working to
- It reveals any all-important emotional factors that must be covered
- It is a solid start to the relationship-building process
- It guides you how to best assist and **most importantly**
- It anchors a powerful positive experience to you.

Be a remembered person

Remember, we are developing **loyal customers**. Loyalty is born out of **trust** and **grown over time**. Start to build your relationship from the beginning when you have an obvious business reason for doing so. Then help your customer develop a **long-term memory of you** by providing consistent positive experiences.

When your customer **trusts** that:

- Your promises will always be kept
- They will always be treated fairly
- You will be open and honestly with them
- You will respect their feelings and emotions
- You care about them as people

They will offer you their business over and over again. It must however always start with you focused on the **customer and listening to them**

The Customers Vision of success starts with a blank piece of paper.

Help your Customer get clear about what they want – create, between you, a description of what the Customer would like to achieve in this visit – be it ever so simple - exactly what they hoped for at best from their visit

Then write it down..... Then exceed it

Then explain how you listened, delivered and exceeded their expectations

This is not about price – this is about service.

LISTEN!, LISTEN!, LISTEN!

The Vision is not about the budget, your ideas, design, or even about your “car”. It is about the process. It is about the experience of dealing with you and your



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company. It is about the personal memories the client will have indelibly imprinted long after they have paid for the car. Help your prospect get clear about what they want. Often they do not really know! Sometimes, they want to be lead through this process. Start at the end. Have them describe the successfully completed decision to purchase in full. What are the triggers – example, sufficient knowledge, confidence, completed research on alternatives, other party contributions, assessment etc. Ask informational questions – clarify details. How, who, where, when, what, etc. Ask feeling questions – confirm emotions. Include all their important people who will be impacted. Focus 98% on what they want, and 2% on what they fear and want to avoid. Most people are very adept at telling you what they **don't want**. As best you can, steer them toward what they **do want**. One way to do this effectively is ask "if that's what you don't want, then what do you think you do want?" Turn the "don't want" into a "want". Use powerful, positive, action-oriented words. Agree on the important words. Write it all down and then say it back to them. If they don't buy, write it and **mail it back to them that night – you can bet all you are worth that no-one else will have done that!**

This is tough to achieve at first but you will fall into it over time and it becomes a valuable positive differentiator in their sales experiences elsewhere. **Be a remembered person**

YOUR PERSONAL Advertisement.

Create a Premier League Commercial.

Memorize a short (the shorter the better) statement of how you uniquely serve your customers

Your Commercial is a brief description of how you uniquely assist your customers. More precisely, it describes how you offer value, benefit, and quality to your customer. It really is about how you **assist** others, a statement of who you are and your purpose. It is short and concise, and comes out so naturally, that you can repeat it in your sleep. You will become your Premier League Commercial, as much as it becomes you.

"Hi, I'm John Haines; I like to think you will remember me because I believe in what I do. I help clients find the ideal car and I have more time to do that because I work mainly with repeat business. I just do what I say, when I say I'll do it. Here's my card. Call me when you next want to avoid pushy sales techniques.

The key to a smooth Commercial is to have it down so well that you can vary it in a moment's notice to suit your mood and how you **CHOOSE** to be for your customers.

Here's another example that's even shorter:



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“I'm John Haines, sales advisor. I help people solve their replacement vehicle needs, fairly and effectively.”

A REFERRAL CARD

A referral card has 4 components to it.

1. It has all your contact details on it so it is easy to get in touch with you.
2. It has your unique value advantages clearly stated on it. This shows both the referring source and the referral why you are head and shoulders the best choice.
3. It offers a gift or incentive for the referral to call.
4. It explains fully the no snags gift

You have been given this card bywho wants you to have a free fully guaranteed microscopic Paint Protection process with a retail price of £500. Simply present this card when you agree to a purchase. Our award winning businesses gives total assurance and we are one of the oldest in the industry but the fastest growing.
Call me at

With the referral card you have given somebody an opportunity to give a gift to a friend. You are far more likely to have that card given away and used than if you just give your business card out. Note that the gift should make financial sense. It should be far less than the cost of “buying” a lead through advertising or marketing and it has a built in qualifier (when you “agree to a purchase”) so people don't take advantage of the free gift.

The more times you ask, the easier it becomes and the more referrals you will get. It is a simple habit to develop

THE RIGHT TIME TO ASK FOR A REFERRAL

1. During the sale of the car.

You are now in relationship. You are working together on how to improve the quality of the experience and make the right, informed decision. They know who you are as a person and how you function as a business professional. People have a natural disposition to help others, see if they will help you grow your business.

ASK THEM!



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2. When you get the signed order.

There is a tremendous relief and release of tension for the prospect when they finally make the decision. Their emotional state shifts very favourably towards you the sales professional. They have made the “leap of faith”, putting their trust in you. It is a small window because the stress factor will rise as you begin delivery of your car. However, during this time they will more freely share who they have been talking to.

ASK THEM!

3. At the final handover, or near completion of the paperwork on delivery.

This is a time of celebration, a time to begin to enjoy their decision. Celebrate with them. You have finally answered all the questions, concerns and doubts they might have had. Their emotions are positive and grateful.

ASK THEM!

4. At regular intervals after delivery.

If you have a strategy in place to stay connected this will be easy. Their car should be fine and the entire process is positively anchored in their mind. If the car isn't fine – then why should this frighten you? Whatever the problem is, needs fixing.

ASK THEM!

5. When you report back on leads.

Given that we have a formal way of rewarding customers for referrals, keeping them in the loop demonstrates how much you value and appreciate how they are helping. Most people are likeable and want to help. Money isn't necessarily the number one motivator here.

ASK THEM!

6. When you don't make the sale.

There are many reasons why people choose not to do business with you at that moment. The only thing a sales professional has to concern himself or herself with is whether they did their best. If they presented fully and with complete commitment, with integrity that they were bringing all of themselves to the opportunity, then the prospect's decision to not do business has nothing to do with the sales professional. It isn't a reflection on you and it doesn't mean the prospect won't give you a referral. The only way to know for sure is to **ask**.

ASK THEM!

The real answer to the question, “when is the right time to ask for a referral is:

“Whenever you are comfortable”

For some people asking for help is foreign and very uncomfortable. Do whatever you need to get to a place where this is in your comfort zone. It can profoundly change your success and enjoyment of the role



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TAKE ACTION:

Choose one current customer with whom you are already comfortable. Explain what you're doing, then ask them for referrals.

Practice!

TAKE ACTION:

Get one referral from a customer you know well, and who would be willing to call the referral first. Then, make your call, practicing your "warm call" tactic in a friendly environment.

TRACKING AND MEASURING

There is no failure – only feedback.

It is all good.

Refining your scorekeeping system.

Begin with your goal in mind.

Perhaps.....

- Number of referrals per day
- Number of customer contacts per day
- Number of prospect contacts per day
- Number of appointments made per day
- Number of transactions per day
- Number of repeat purchases
- Number of proposals presented per day
- £ amounts of GP closed.

Using your goal and historical results, determine activity performance levels.

Begin with your goal in mind.

Perhaps.....

Referrals to sales 1 to 1 or 100%

Referrals to prospects 3 to 1 or 30%

Prospects to appointments 1.5 to 1 or 66%

Appointments to presentation 1.5 to 1 or 66%

Repeat purchase to customer 2 to 1 or 50%

Devise a score sheet and complete it at close of play, everyday. What gets measured gets managed.

In the beginning the data you collect will not have the same impact as it will after six months or a full year. Obviously the sales made that week might not come from the proposals of that week.

Unfortunately, there is still an emotional charge around numbers. Some see it as a policing system or a waste of valuable time. It is a powerful tool (often misused) that can unlock your potential and show you how to make achievements you never dared target before. Map performance on a graph that tracks actual to



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goal. Put the graph in a visible place and tap into its full potential as a powerful learning tool. Remember also, it is a live document and system that will evolve and change over time.

How to build your referral-based sales department

- List all active and recently active clients
- Define how you can better utilise customers by working through referrals
- Prepare your desktop referral presentation book including your evidence of success
- Build your testimonial file
- Create your post-sale “stay connected” system
- Outline your referral request form
- Write out your referral phone approach
- Continuously monitor and adjust how you’re progressing – overcome limiting beliefs, and stay inspired

*Upon the plains of hesitation,
bleached the bones of countless millions who,
upon the threshold of Victory,
sat down to wait.
And waiting, Died.*