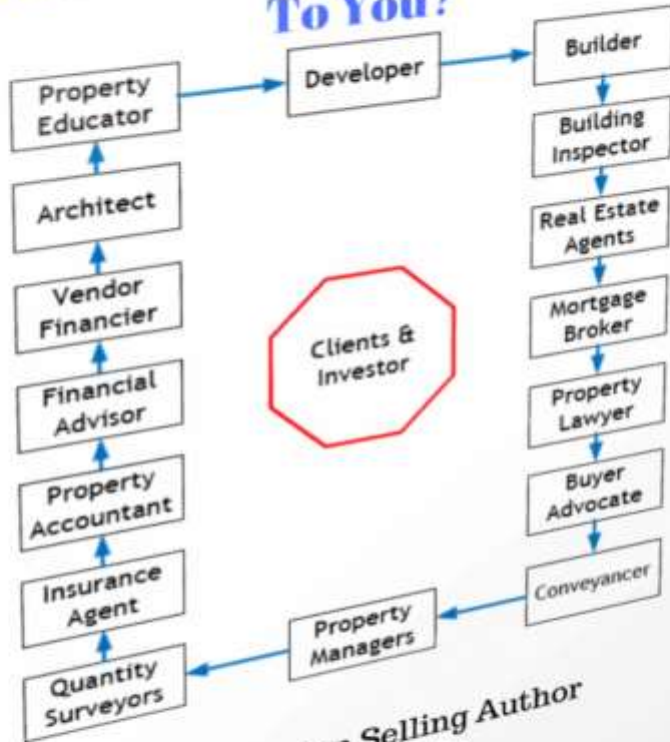


# How To Get Clients Introduced and Hand Delivered To You?



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Contents

1 Introduction ..... 3

    1.1 Problem..... 3

2 Referrals from Clients ..... 4

    2.1 Problem..... 4

    2.2 Solution ..... 4

        2.2.1 Ask at the right time..... 4

        2.2.2 Offer a reward program ..... 4

        2.2.3 Change the conversation ..... 5

        2.2.4 Offer unique content ..... 5

3 Finding Referral Partners ..... 6

    3.1 Problem..... 6

    3.2 The 5 Step Solution ..... 6

        3.2.1 Create a most-wanted list..... 6

        3.2.2 Seek them out using traditional ways..... 6

        3.2.3 Strike off potential referral sources..... 6

        3.2.4 Educate referral partners..... 7

        3.2.5 Build solid, trustworthy and reliable relationships..... 7

4 Joining A Specific Referral Group of non-competing likeminded businesses..... 8

    4.1 Problem..... 8

    4.2 Solution ..... 8

5 Conclusion..... 9

    5.1 Problem..... 9

    5.2 Solution ..... 9

# 1 Introduction

## 1.1 Problem

So you want more clients.

You are sick and tired of chasing new leads, making sales presentations, the same ones over and over again (because yes it is the first time the prospect has heard it).

You are already busy with way too much to do than deal with tyre kicking, cheap skate leads that are “just looking around”. What that means is they are price checking and wasting your time.

So how can you get qualified clients delivered to you?

More referrals; yes, have others introduce you to qualified clients.

According to Nielsen, 92% of consumers trust referrals from people they know.

A “Marketshare” report notes that word-of-mouth can improve marketing effectiveness by as much as 54%.

Businesses using referrals as part of their regular marketing see conversion rates up to 70% higher, and they also report a 69% faster close time.

I know you have been in the industry a while, you have already received referrals in the past, you may already have partners that you receive clients from...

Did you get a referral last week?

What about the month before?

Actually when was the last time?

You need them coming in on a regular basis, maybe you need other referral methods...

Lets work out how this could work for you....

## 2 Referrals from Clients

This is what we want raving fans and evangelists that continuously pass us back more clients. Why should we not have our clients doing this for us? We do a great job, and yet we need to continue to Prospect and make sales calls to get more business.

### 2.1 Problem

Clients only care about themselves and think about themselves. WIIFM (What's In It For Me). How can we get them to think about us?

### 2.2 Solution

Be great at what you do, that is the starting point.

Go beyond their expectations.

#### 2.2.1 Ask at the right time

Most of us ask for referrals at the end of a job, when we send the invoice. It seems like the most sensible time to ask about passing on your details.

However, this may not be the best time to ask for a referral. After all, this is the stage of the project where the client is thinking about the money they owe you. They may well just see your invoice email and forward it direct to their accounts department without even reading it.

Instead, experiment asking for referrals at other times. Look for opportunities where a client is particularly pleased with the work you've done. Perhaps after you hand in the first stage of a multi-stage project, or when they've come back to you after one project is finished to ask about a second.

#### 2.2.2 Offer a reward program

With referrals you're trying to get your clients to hunt out potential business for you with no direct benefit to themselves apart from a warm fuzzy feeling. While some people enjoy connecting others in their network, most will simply forget about sending referrals as they get busy with their own work and own life. You are not the priority to them.

However, if your client gets something out of the arrangement (beyond the warm fuzzies), they will make an effort. Once referrals are tied to a reward, you can transform your clients into referral machines. In the B2C marketplace, referrals often give clients discounts, free swag, vouchers, or items to collect.

Rewards are also an excellent way to show gratitude to returning clients who give referrals, and that everyone in your company can offer the same deal (they don't have to clear rewards through you).

For a professional services firm, rewards usually work best as a certain discount off the following month's service. Some companies also offer a workplace lunch or bottle of wine to clients. You have the opportunity to be creative here and tie your rewards to your industry or role.

Choose a reward that fits your values and gives your clients something of value that they'll enjoy striving towards.

### 2.2.3 Change the conversation

Present referrals as a favour a client can do for us. For many clients if this message comes at the right time and they know someone who is a good fit it can be effective.

But what if you flipped the conversation around and reminded clients of how valuable giving referrals can be for them? If a client has other business clients who ask for advice and they're able to point them to someone who can solve their problems, giving a referral makes them look good.

Certain business types thrive on being known as connectors. Once you change the conversation and present referrals as a service they can offer their clients to improve their business, you'll be in.

### 2.2.4 Offer unique content

Present your referring clients with content they can share with their customers or business networks. Sharing free content gives you a reason to contact referrers on a regular basis to keep your name front-of-mind, and it also helps you to build that authority and trust with potential prospects even before they've been officially referred.

This is easier to pull off if your clients are all part of a similar industry. You can try:

- Inviting referrers and prospects to a free seminar or webinar on a topic of interest.
- Writing a whitepaper about an important industry trend.
- A blog post about how businesses can deal with recent regulatory changes.
- A Facebook live link for a Q&A session especially targeted to new businesses.

## 3 Finding Referral Partners

Referral Partners are the gift that just keep on giving. They are the lifeblood of the property industry, other Property Industry Professionals, finding and qualifying clients for themselves and you, but only if the Partners Know, Like & Trust you....

### 3.1 Problem

- Seriously how can you do this?
- Are you like most people that have tried and failed with this in the past?
- Has it been hit and miss?
- Have you given A LOT MORE than you have received?
- Has it worked for a couple of months and then just collapsed because someone was not getting what they needed?

### 3.2 The 5 Step Solution

#### 3.2.1 Create a most-wanted list

Ten occupational categories whose members are frequently in touch with the type of client you desire. Make the acquaintance of 10 people in each occupation. Seek them out, meet with them, and familiarise them with your expertise and the benefits of the service you offer. Find out more about what they do and the type of clients they serve so you can refer business to them as well.

#### 3.2.2 Seek them out using traditional ways.

When you aren't able to make enough connections through networking and your existing contacts, don't be afraid to just look them up. You can find people in almost any occupation listed in your local phone directory or on the web. If you approach them as a colleague and express your desire for the two of you to help each other be more successful, you'll find many people willing to get better acquainted.

#### 3.2.3 Strike off potential referral sources

List members who aren't great sources after all and replace them with more reliable ones. Over time, you may find that some of the people in your circle aren't particularly good referral sources. That's to be expected. The reason you want so many names to start with is that only a few of them will consistently refer. You can always add more names later to replace some of the people who don't seem as helpful. It's likely, though, that just a few steady referral partners will be more than enough to keep you busy.

### 3.2.4 Educate referral partners

Referral partners must know how to recognise a referral opportunity. Provide your referring source with all the information they'll need to refer ideal clients to you. Your referral partner must have enough knowledge about you so they promote you. They need to know what you do, what benefits you provide, who your customers are, how to qualify a "suspect", and what your unique selling proposition is. It is your job to teach your referral partners these things. Find ways to share this critical information. One of the best ways is to take them through your advice process. Inevitably the best adviser referral partners are those who are clients of the adviser.

### 3.2.5 Build solid, trustworthy and reliable relationships

Encourage people to just naturally refer you to others. In order to refer you business, people need to Know, Like, and Trust you. They want to be sure that you will take good care of the clients they send you. For that, they'd like to be better acquainted than just hearing your name. Take the time to cultivate a rapport and to develop the relationship for the long term. Listen to your referral partners. Give them time to tell you about their business.

## 4 Joining A Specific Referral Group of non-competing likeminded businesses

This really would be ideal, being part of the perfect group with the same clients, the same business objectives and the same long term goal from the group. A group that is supportive and non-competitive.

Maybe we could find a group - <https://craigkeegan.ibi3g.com/PropertyGroupList>

### 4.1 Problem

Hmmm.... The thing is, there are lots of groups out there, but they are full of YOUR competitors, all with the same objectives. Their objective is to get YOUR ideal clients and use them themselves. This is not what you want. How much support is your competition really likely to give you?

### 4.2 Solution

You really want to find a group that has Property Industry Professionals, where you are the only one in the group with your skill set. Something that is supportive and cooperative, a group where you are the only fish in the pond, so you are not having to fight for referrals. You will stand tall and hold the monopoly (ok a bit of a property pun)....



## 5 Conclusion

### 5.1 Problem

There is still the 2 big issues.

1. How do you keep the group going in the long term?
2. How do you ensure that everyone is getting what they need to make it worthwhile for them?

Wow, there is so much here, so much to implement, so much development.

Where do you start?

### 5.2 Solution

Would you like some help?

How would you like it if the referral network was built for you?

With the right skill sets, the right people with the right mindset. The mindset of supporting their partners and clients, help build their partners profiles and businesses.

Is this something that would interest you?

What would this be worth to you and your business?

