



Look for examples:

- What referral programs have you seen used effectively?
- Who used them?
- Why did they work?

Why is it important to ask for referrals?

- Increase in sales
- Increase contact with existing customers
- Get feedback from existing customers

Know your goals...ahead of time

- What do you want your referral program to achieve?
- Who do you want to reach out to connect with?
- What results are you looking for?
- What product / service do you want to 'sell' more of

How do you define / create your own referral program?

- Know your goals as above
- Take a look at what has worked for others in similar industries
- Define what you are willing to offer as an incentive (if you can)

What elements are essential to a good referral program?

- Time the ASK well. Don't do it immediately, but don't wait too long.
- Offer incentives to both the referrer and referee
- Track your results. Know who is making the referrals.
- Thank those who make referrals