

# REFERRAL T.R.U.S.T.™

## RECEIVE REFERRALS PROPERLY

One strategy that will help you generate multiple referrals from your clients is a process I call Creating Referral T.R.U.S.T.™ Whether you ask for referrals or not, how you receive the referrals you get will determine if those prospects become clients, and if your referral source will give you referrals again. Here are five things you can do to receive referrals in the most effective manner.

### RESPOND QUICKLY

Referrals have a short shelf life. Contact your new prospect immediately. The longer you wait, the more likely the referral will go stale - not to mention your referral source wondering why they even bothered.

### SAY "THANK YOU" TO YOUR REFERRAL SOURCE

Reward referral giving. Don't wait for the prospect to become a client before saying "thank you." It's not about the money, it's a token of your appreciation. Gift cards work. I like to send something tailored to their interests.

### UPDATE YOUR REFERRAL SOURCE WITH YOUR PROGRESS

Your referral source wants to know you reached out to their friend. An email or voicemail will suffice, but a phone call can actually lead to more referrals. If you have difficulty reaching the prospect, bring your source back into the picture.

### TREAT THE NEW PROSPECT LIKE ROYALTY

Your clients pay attention to how you treat those they send your way. Let everyone on your team know when a prospect is a referral, to ensure they get treatment and make a good report back to the referral source.

### ASK YOUR NEW CLIENT TO THANK THE REFERRAL SOURCE

Client A introduces you to prospect B. Thank client A. Prospect B becomes client B. How will client A feel about referring you when their friend goes back to them to say "thank you" for introducing me to your advisor?

