

Unstoppable Referrals Part 1/3

Top Tips of Unstoppable Referrals by Steve Gordon

Thanks Harry Moore for the tip to get this book and read it!

Why do YOU refer to others?

For a gift? Because they refer to you? Probably not.

The good-old secret to getting referrals from your friends, family, past clients, networking group, and so on... **is primarily to do a great job.**

To make themselves look good referring you. Right?

To be PERSISTENT and do LOTS of follow up. Giving LOTS of information... LOTS of sincere caring.

Have SINCERITY in your message and BELIEF in your business.

Ask more often. Develop deeper relationships with consistent contact.

Yes... all good things. Yet... is there more?

I love how this books starts with a Quote from Calvin Coolidge on Persistence. Yet the book is actually far more than a book on persistence. In fact, it's a book with a SYSTEM for getting referrals. While I can't give you the entire book in 30 minutes I can share some of the top points and the titles of the chapters. If this interests you, I recommend you read the book, with a yellow highlighter in your hand. It won't take long. Today I'm only going to cover the first part of the book and I want to hear from you if you want me to cover the rest... I'll give a little preview of those in the 2nd half of today after really digging into the Part 1.

Forward

Point 1

Why people don't give you referrals already

- 1. It's uncomfortable.** They know you are a great salesperson... and if they refer you, you're going to SELL their referral. Hard to give you names when they know they are putting their friends and family in a selling situation. Unless someone ASKS for a Realtor, people are often not willing to risk their social boundaries by talking to others about you. This has to be overcome for a referral system to work.
- 2. It's not easy.** The fact is, we haven't made ourselves EASY to refer to. This system teaches you how to make it easy and allows even busy people to refer you.
- 3. They don't know WHO to refer to you out of all the hundreds of people they know.** Because we haven't told them. We say "anyone" who wants to buy or sell. That's simply too broad to wrap your head around... so they freeze and do nothing.
- 4. They think we only want a ready, willing, able client...** when only 2-3% of people that are going to buy your service this year KNOW they are going to need you on any given day. And we don't invite introductions to people who aren't ready to act immediately. In fact, we may ignore or be rude to those who want to "waste our time" because they aren't ready yet or are doing their due diligence before they choose an agent to work with.
- 5. They just don't think about it.**

Point 2

Why do we want referrals?

Neilson studies show people are 4 times more likely to "buy" if they are referred than if they are approached cold. FOUR TIMES. Which is why you want to have a system. Referrals are simply EASIER to close. Do you want to talk to 4 people per deal or 16? 32? 64?

Part 1 - Are you referable?

Gordon says essential conditions for the system to work include:

You must have some DIFFERENCE than the average "other options"

You are VALUABLE - you really do solve the problems your clients have - you might call this "knowledgeable"

You are LIKABLE - and your staff needs to be too (study Disney training) I like to call this "friendly, open, giving".

You are TRUSTWORTHY - you keep your promises.

Do you have a PRODUCT you believe in and a PROCESS to make deliver it?

And finally, do you have a PERSONALITY? This one is interesting because it's not being "nice" it's BEING a personality. When you think of "famous personalities" who do you think of?

If you have those qualities, you have the foundation for the system to work. Look carefully at your business. Can you answer yes? If not, what would it take to answer yes?

Part 1 - Why do people ASK others for referrals?

I found this section really interesting. Gordon lists three reasons people LOOK for referrals for service providers and I think that understanding this is a key to the system.

1. They want a referral because they are trying to reduce risk or their perceived risk (they don't want to make a mistake).
2. They want to abdicate some of their "due diligence" burden, trusting someone that they trust has done it for them. (saves time and effort)
3. They need help making a choice when faced with - and this is truer than ever- an overwhelming number of options (saves confusion)

When people get referred to you, they believe someone else has taken the time and knows your character.

Understanding these things, can you see how having a system for referrals can be a HUGE change and benefit to your business?

Here is a preview for parts 2, 3 and 4 -

I want to hear from you if you want a follow up series with my thoughts on each part or if you'd just like to get the book yourself!

Part 2 - This section of the book covers in detail what Gordon calls a “**Referral Kit**”. In short, this is a tool you will create and use to create value and make it EASY for people to pass on your information. Why? Because it’s valuable!

Most people are happy to give a gift to their friends that they believe has some value... especially something from a “personality”... which you have created.

The advantages of having this Referral kit include:

1. No “sales pressure” perceived by the giver of the kit, including your friends, family, past clients and other referral “promoters” (more later on that)... nor by the receiver of it.
2. It’s a gift. It’s free.
3. It positions you “above the fray”. In that world of too many choices, this allows you to be a choice that stands above.
4. It’s easy to pass on. Good ideas on creating something that’s easy to share.
5. It’s valuable.

Chapter 5 in part 2 teaches you the **5 things that go into your referral kit**. If I hear back from a bunch of you YES, do part 2 on another skills call, then I’ll go deep into the 5 things that go in your “kit” or gift.

Part 3 - This part of the book goes into the importance of, and how to **EXACTLY create an image of your IDEAL client**. Again, this could be a whole call all by itself. I’m doing a call soon on Minimum Standards and this section takes that concept to a fine art. Remember when we started today and said that part of the reason people don’t refer to you is they don’t know WHO to refer? **This section solves that.** AND lets you get finely tuned and focused on who you really want for a client. This section ALSO goes into who you want as a **Referral Promoter** and HOW to get them to promote you. **It’s brilliant, really.**

Parts 4 & 5 are fine tuning the system - How to get referrals without the awkward “ask” and How to turn referrals into clients. Much shorter sections I can easily fit into a call that digs into Part 3.