

THE REFERRAL ENGINE

Teaching Your Business to Market Itself

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The Web site for this book is at www.ReferralEngineBook.com.

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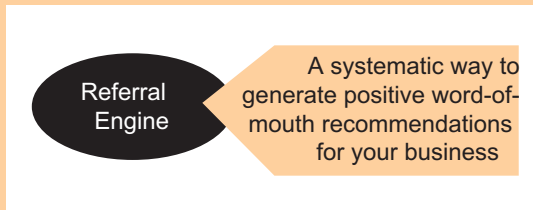
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MAIN IDEA

Everyone loves getting referrals from happy customers but few businesses have systems in place to facilitate this happening more often. It's time to craft a strategy which will:

- Compel your customers and partners to voluntarily and actively participate in your marketing by providing referrals.
- Provide the elements which will generate positive buzz around your products and services others will pick up on.

In other words, you need to build and then maintain a Referral Engine – a systematic and consistent approach to generating referrals and then using them to maximum effect on an ongoing basis.



Building a Referral Engine is a new and better way of doing business. Instead of advertising to generate a stream of new business, you work to create a pool of brand supporters who sing your praises to their friends, colleagues, neighbors and family. Generating referrals and then spending your time working with people who have been referred is a great way to do business.

“Despite what some may suggest, there are no real secrets in business—only truths you haven’t figured out how to apply. If you are going to get your customers, partners, and staff to voluntarily and authentically talk about how remarkable your business is, just in that act alone, and the eventual changes it will require you to make will improve your business. A referral strategy is a lead strategy, it’s a customer service strategy, it’s a process strategy, it’s a competitive strategy, it’s a management strategy, it’s a people strategy, and it’s a financial strategy.”

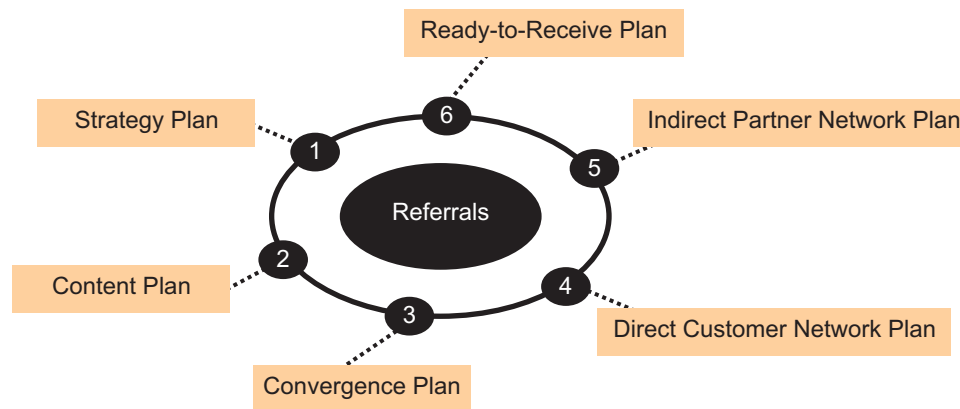
– John Jantsch

1. Referrals – the best way to grow a business Page 2

Referrals are a great way to grow your business. There’s nothing better or more productive than word-of-mouth recommendations from your customers, partners and staff. Even more importantly, if you strive to generate referrals consistently, then you’re also working to make your products better, your service and follow-up more thorough and the ideas you use to run your business more robust. By concentrating on being worthy of the referrals you hope to generate, your business will get better all the time.

2. The six elements of a referral engine Pages 3 - 8

To generate referrals on an ongoing and consistent basis, there are six elements or plans you need to have in place:



1. *Strategy Plan* – you need to identify the higher purpose of your business and the profile of your ideal customer. Your strategy will then focus on how to connect with those people.
2. *Content Plan* – you will need “triggers” which will cause customers, partners and staff to talk about you in glowing terms, to hopefully rave about you because of what you have.
3. *Convergence Plan* – you will also need a way to ensure every tool you use and everything you do as a marketer merges and sends a consistent message.
4. *Direct Customer Network Plan* – you’ll need to view your business the way your customer’s do and get into the habit of finding ways to over deliver what you promised so customers feel energized to mention you to others.
5. *Indirect Partner Network Plan* – you also need a plan for getting your strategic partners and other providers who share your description of an ideal customer to collaborate with you on generating referrals.
6. *Ready-to-Receive Plan* – and finally, you’ll need a plan which assists you to recognize and be ready to take full advantage when the opportunity arises to ask for referrals and when you follow-up on the referrals you do receive.

