



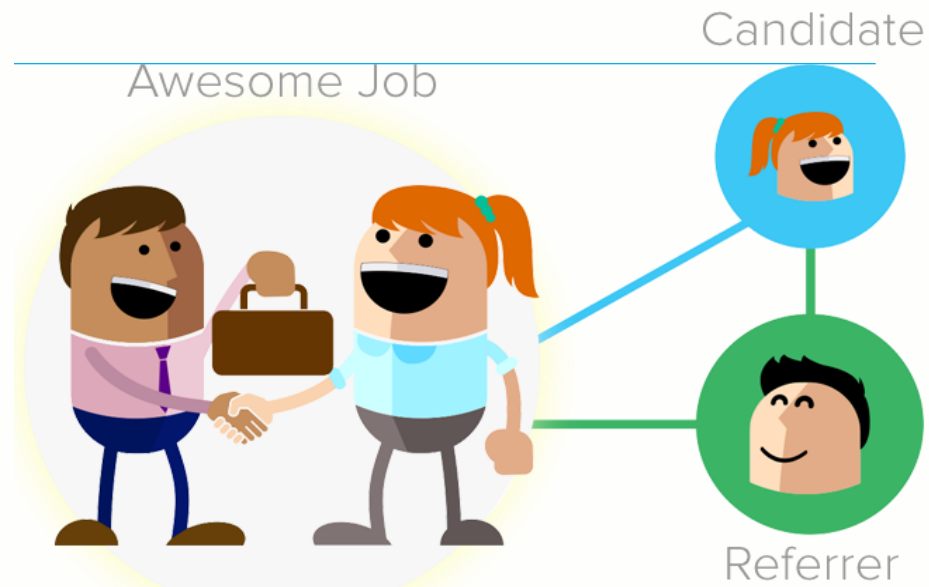
# HOW TO GET REFERRALS FROM MEMBERS OF YOUR NETWORK

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# THE IDEA THAT WORKS

It takes 3 people  
engaged to be a  
referral

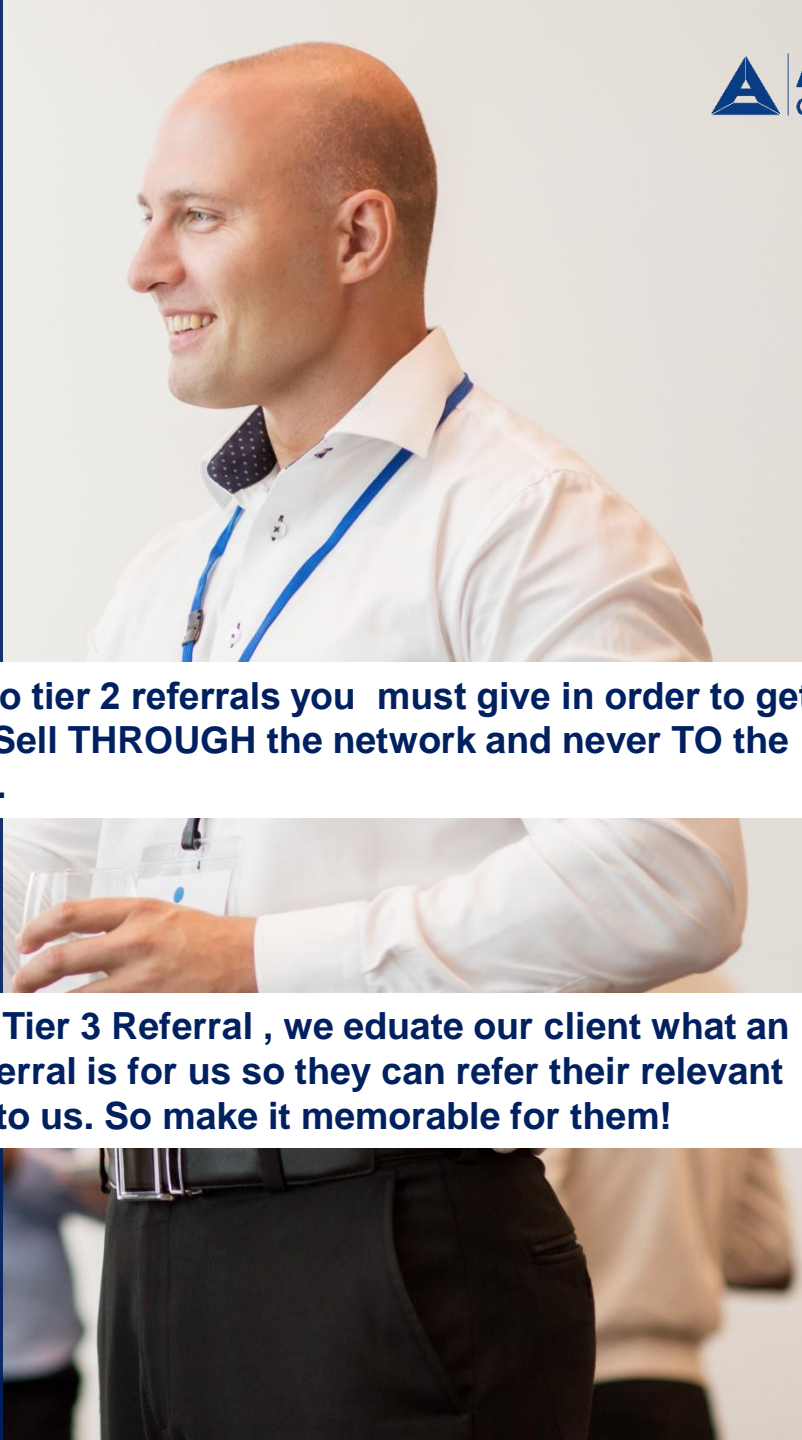


# The 3 Tiers of Referrals...

Tier I : Business **WITH** a Network Member

Tier II : Business **VIA** a Network Member

Tier III: Business **Via** A Network Member's **Contact**



TO Get to tier 2 referrals you must give in order to get...  
Always Sell **THROUGH** the network and never **TO** the network.

To get a Tier 3 Referral , we educate our client what an ideal referral is for us so they can refer their relevant contact to us. So make it memorable for them!

# BE CREDIBLE:

*People Do Business With People They Trust*

## Personal Credibility

- Respond to queries immediately
- Be there to help other members
- Always be on time

## Professional Credibility

- ADAM Global as the enabler :
- Participation in regular Podcast & Video Interviews
- Contribution to thought leadership in the form of whitepapers, Articles, Opinions
- Engage in Speaking or Participation in Events

**TIP** This means people must trust you to be who you say you are and do what you say you will do. You have to build personal credibility and professional credibility. You might be the best at what you do but as a person if you do not show up as your best self, you come late, don't contribute, make disruptive comments, or dress unprofessional; be aware of your personal actions and the impact on your personal credibility. On the other-hand, if you have great personal credibility but there is no proof that you are good at what you do professionally, that can be a problem too. Focus to taking time to build your personal and professional credibility for the people who are going to risk their reputations referring you.



**IF YOU ARE NOT VISIBLE  
YOU ARE NOT CREDIBLE**

# **SHARE KNOWLEDGE**

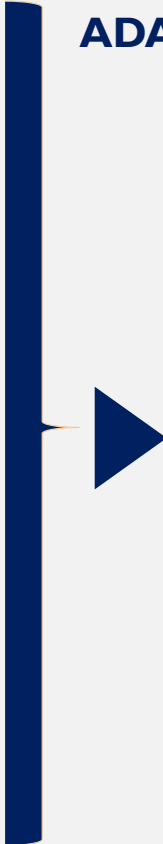
*People Do Business With People They Trust*

**COMMUNICATE REGULARLY AND MAKE IT  
EASY FOR MEMBERS TO REFER YOU YOUR IDEAL  
CLIENT**

- ▶ **Your Ideal Clients?**
- ▶ **How To Recognize Them?**
- ▶ **How Do You Get Paid**

**TIP** You must make it as easy as possible for the members of your network if you want them to help you find your ideal clients.

## **ADAM Global Knowledge Sharing Platform**

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- **Newletters**
  - **1-2-1 Video Meetings**
  - **Case Studies**
  - **Members Marketing**

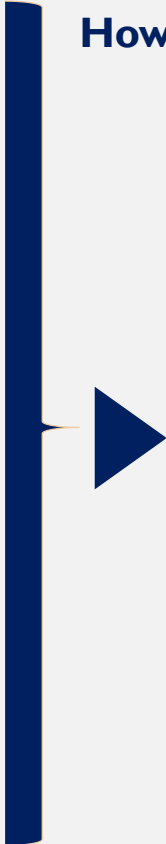
# IDENTIFY NEEDS

*People Do Business With People They Trust*

## Educate your Networks

**TIP** What need do you fix for your clients? Why do they hire you? When do they need you? How will I know when they are in the looking zone and not in the buying zone? Are there questions that your network can ask on your behalf to generate interest?

How Can Your Network Generate Interest ?

- 
- A thick vertical dark blue line with a dark blue right-pointing arrowhead at its base, pointing towards the list of strategies.
- Case Studies
  - Content Prepare and sharing
  - Marketing it effectively



# GENERATE REFERRALS

*People Do Business With People They Trust*

**Educate your  
Networks**

**Lead  $\neq$  Referral**

- card
- set up a phone call,
- an email introduction,
- or set up a face-to-face introduction?

**TIP** How do you want your network to generate the referral? Should they just pass your card, set up a phone call, an email introduction, or set up a face-to-face introduction? Teach your network how you want to receive referrals, otherwise they will take the easiest way possible and just hand out your business card.

# GIVE REFERRALS

*People Do Business With People They Trust*



**TIP** The best way to generate more referrals for your business is to learn how to find referrals for your fellow network members and generate business for them. How you refer them is how they will in return refer you, if all you pass is a name and number, (which equals a lead) then you can count on them doing the same thing for you. Reciprocity is always at work. While you might not get a referral from that person in your network, others will see that you are giving and they will in turn give to you.

## The Thumb Rule of Reciprocity

**Give  
Referrals**

**Get  
Referrals**



# THANK PEOPLE

*People Do Business With People They Trust*

**People remember you  
if you take out time for  
them**

**TIP** If you want to generate more, then you have to recognize those that are doing the work for you. People want to be appreciated when they help you and they remember when you have taken the time to do something as simple as a handwritten note.



# SIMPLE STEPS FOR REFERRALS

*People Do Business With People They Trust*



Be Credible



Share Knowledge



Identify Needs



**Generate & Give  
Referrals**



Thank People

***Success***

Referrals are created through trusted  
relations & relations just do not happen

....

All good things take time

Can you get a referral for someone  
from your existing clients?



**TIP** Referrals take time to generate because it takes time to build trust and credibility and teach people what they need to know to refer. Unfortunately, most people do not take the time to teach their network how to identify a great referral and how to develop them. It is a long process but it is very rewarding when you get a group of people helping you find your ideal clients.

Remember to get you have to give.