

## NSRG Referral Training

### **The definition of a referral:**

The opportunity to do business with someone who is in the market to buy your product or service. (It's not a guaranteed sale, but an open door to discuss your business.)

### **6 Points to follow in giving a Qualified Referral:**

1. **Listen for a need** from someone you've met. A good networker has two ears and one mouth and uses them both proportionately.
2. **Tell them you know someone who can provide that service.**
3. If you've done business with the person you are referring, **tell them about your experience.**
4. **Give them the business card of the person you are referring and ask for theirs,** or their contact information.
5. **Ask them if it is okay to have the member call them.**
6. **If they say yes, fill out a referral slip and give it to the member at the next meeting.**

### **Examples of Qualified Referrals:**

#### **HOT**

You've met a new person at a networking event. They need a phone system for their new office. You know a phone system supplier and give them that person's business card; the new contact is expecting the phone system supplier to call.

#### **Warm**

Your neighbor is new to the area and needs a good chiropractor. You give them the business card of a chiropractor you know, and they want him to call next week.

#### **Tepid**

Your friend is shopping for auto insurance and is interested in getting quotes. You give them a business card for an insurance agent, and tell the agent to call them soon.

### **THERE IS NO ROOM FOR COLD CALLS ON THIS LIST!**

These examples contain the information that should be on a referral slip. Provide your networking partner with the contact person's phone number and business card. If it is several days until the next meeting, **call the member you are referring and give them the referral by phone. Don't let a HOT Referral wait.** You would then fill out a referral slip at the next meeting.

Examples that are **not** a Referral – DO NOT WRITE THESE UP

1. **Announcements:** Information about a meeting for business owners, a chamber mixer, or any other business meeting. This is good information to have, but NOT A REFERRAL.
2. **Supply Info:** Providing someone with a better source for obtaining products. This is good information for someone, but NOT A REFERRAL.
3. **Name-dropping:** This is when you allow someone to use your name “talk to this person, use my name” with the other side not having been set up expecting something. In other words, permission has not been obtained so it becomes little more than an awkward cold call. This is NOT A REFERRAL – do not write it up!
4. **Lead:** Handing out business cards of networking partners without determining whether the recipient has any need for their services at this time. Let the person know that you gave out their card, but this is NOT A REFERRAL – do not write it up!
5. **Testimonial:** Reporting the experience you or your referrals have had with a networking partner. We want to know that our partners have done a great job – but this is NOT A REFERRAL – do not write it up!
6. **“Thank You”** for doing business with me – If a networking partner refers someone to you or makes use of your services, you can thank them in any way you choose. This is NOT A REFERRAL – do not write it up!

**Perfect referral:**

When you talk to both people, get permissions and also confirm the fit before going forward. Followed by a confirmation (maybe by email) and a follow up on how the meeting went and possibly attending the meeting itself. This is what a perfect referral looks like.

Remember that our group does not have a quota of referrals that you must complete, nor do we penalize you for not having a referral when you come to a meeting. It is more important to have a well-qualified referral than it is to give out lots of slips.

***One qualified referral done well is better than making 10 non-qualified ones that can embarrass you, your contact, and your networking partner.***