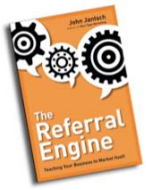
Referral Engine Pro Groups

Session #1 – Marketing and Referral Strategy



Program format

- Lesson
- Action steps
- Review and new
- Build and implement

Why referrals are so powerful

- Great ROI
- Shorter sales cycle
- Qualified leads
- Expect to pay a premium
- More likely to refer

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Rules of referral

- Why people refer
- Expectation mindset
- Referable experience
- Easy and automatic
- Planned moments

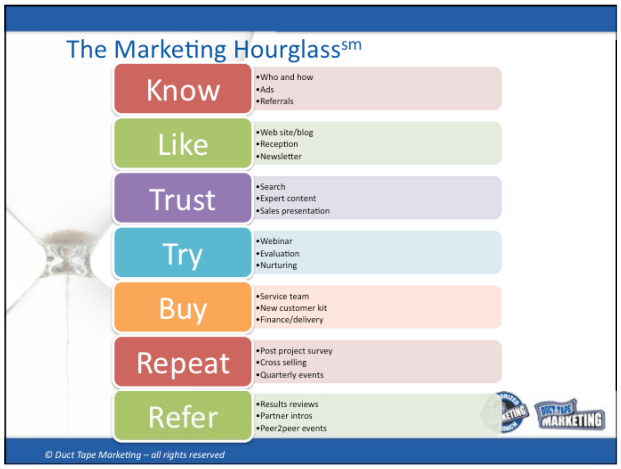
A referral system!

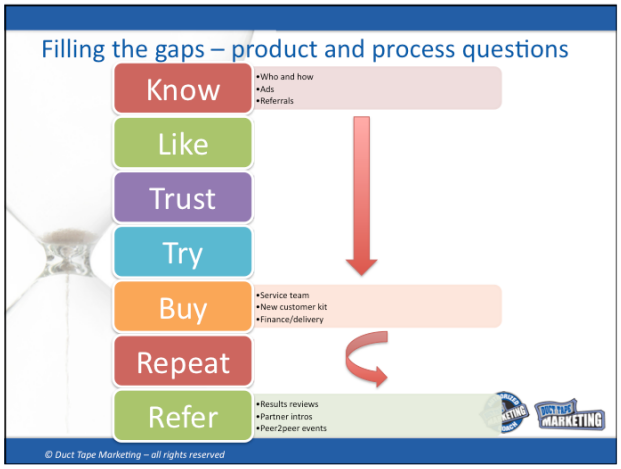
- Be Referable
- Target
- Educate
- Offer and Execute
- Follow-up

Be more referable

- Interview your clients
- Review your closest competitors
- Study your industry
- Plug the experience gaps

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Authentic marketing strategy

- Ideal referral clients
- "*Talkable*" message of difference
- Trigger statements

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Ideal referral sources

- Clients that refer already
- Strategic partners – anyone who also serves your target market

Interview your clients

- Why did you choose us?
- Why do you stay with us?
- What would you Google?
- What do we do that's unique?
- Who else is "best of class?"
- What themes reoccur that are unique

Compare your competition

- Web site test
- Core customer
- Core message of difference
- Listening station

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A listening station

Alerts

- Customer experience
- Brand mentions
- Competition
- Accuracy
- Media stalking
- Content



Google Alerts



Core talkable difference

- What do customers say it is?
- Can you communicate it?
- Are you missing opportunities?

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Referral triggers

- What do ideal customers say to themselves or others when you know they need what you do?

Action Steps

- Interview 5 existing clients
- Map your marketing hourglass
- Write a description of your ideal target client
- Formulate your core differentiation
- List referral trigger statements
- Create customer listening alerts

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