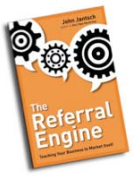
## Referral Engine Pro Groups

Session #4 – Launch and Follow-up




## A referral system!

- Be referable
- Target
- Educate
- Offer and Execute – more than 1
- Follow-up

## Action step review

- Revise your ideal target and core message
- Complete referral education system
- Create testimonial/success study plan
- Choose one customer referral offer
- Develop 1 strategic partnership initiative
- Outline your referral marketing tools – letters, postcards, client coupons?

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## Strategic partnering

- Co branding
- Endorsed mailings
- Win win workshop
- Network – 10 x 10

## Some referral offers

- Expectation
- Work for referrals
- Partner with non-profit
- 100% refund
- Gift certificate giveaways

## Moments of truth

- Lead conversion process
- Results review process
- Follow-up meetings
- Quarterly communication
- Handwritten notes

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## Tools

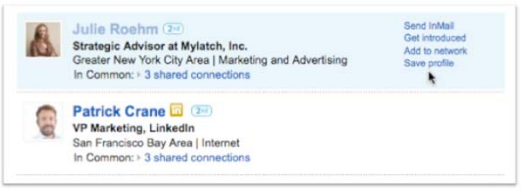
- Letters, postcards, certificates
- Lumpy mail
- Web pages
- Referral package

## Social Media Tools

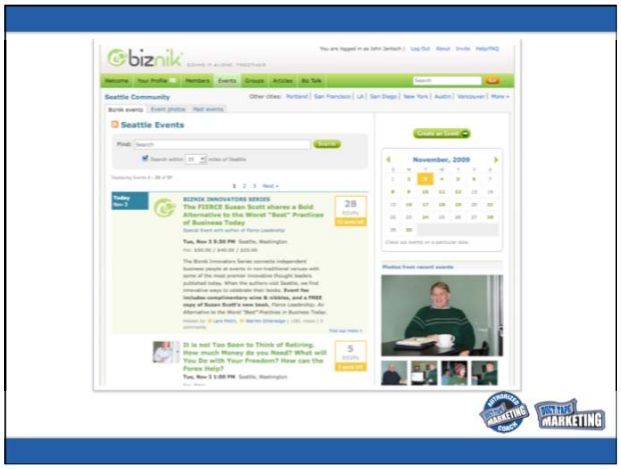
- Listening Station
- Blog Network
- LinkedIn – CRM like feature
- Biznik – local events
- Social CRM – ACT! 2010

## LinkedIn best practices

- Profile organizer




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## Beyond Facebook

- BIznik - http://www.biznik.com
- StartUpNation - http://www.startupnation.com
- Wall St Journal - http://online.wsj.com/community
- Small Business Brief - http://www.smallbusinessbrief.com/forum
- Inc magazine - http://incbiznet.com/
- StartUp Biz - http://sta.rtup.biz/
- PartnerUp - http://www.partnerup.com/default.aspx
- BizSugar - http://www.bizsugar.com
- CoFoundr - http://cofoundr.com/user/login
- Entrepreneur magazine - http://econnect.entrepreneur.com/
- Business Week Exchange - http://bx.businessweek.com
- Nambz - http://www.naymz.com/

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## Follow-up referral process

- What do you do with a referral?
- What about referral sources?
- Drip follow-up – CRM
- "What's single most important reason you referred us?"

## Follow-up referral source

- Always acknowledge the referral
- Thanks referrals at every level
- Communicate progress with a referred lead
- Share results achieved/value referred if applicable

## Action steps

- Design the process for receiving a referred lead – special
- Create long term, lead nurturing follow-up for referred leads
- Create follow-up for referral sources

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## What's your commitment?

- Expectation
- Could you be more referable?
- Client referral program
- Strategic partner program

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