

How to Double Your Income Using Referrals

As an Independent Associate, you must understand that referrals are the _____ of your business.

KEY SUCESS PRINCIPLE:

No matter how artful or talented you are, you must follow a **specific methodology** to be successful in expecting and getting quality referrals.

EXPONENTIAL MODEL USING CP + R3 = ED:

1. _____ (Consumer Presentations) via 1:1, PBR or Briefings
 - Top Prospect’s list: present to everyone you care about with a 5+ rating (Warm)
 - Join Networking groups to grow list (Cold □ Warm)
 - 3-foot rule 24/7 (Cold □ Warm)
2. _____ (Referrals x 3) after every CP!

3 possibilities: More Customers, Groups and/or Recruits
3. _____
4. _____

THE 7 BENEFITS OF GETTING REFERRALS

When customers refer business to you, the referred customer is:

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | |

HOW TO WORK REFERRALS

Referrals come through _____

NOT _____.

MENTAL BARRIERS TO WORKING REFERRALS

✓ You must have belief in your _____.

Belief Checkup:

1. Is my service the absolute best in our industry?
2. Do I sincerely want to serve my clients?
3. Would everyone I present to, know someone else who would benefit?

If yes, you are being lazy and selfish to not ask for referrals. If your mind is on serving people, referrals are just natural. Stop thinking about yourself!

✓ Work the _____.

First 3 weeks = 80% WARM, 20% referrals
After 1st 3 weeks = 80% referrals, 20% WARM
More sit-downs = more referrals

WHEN TO ASK FOR A REFERRAL

Presentation Mindset: I might get a yes. I might get a no. But, no matter what, I will always get a truckload of referrals.

Positive Affirmation: "I am a referral gathering machine! People like me and trust me and WANT me to share this service with the people they care about." *Speak, think & act it out.*

3 FOOT RULE: Ask anyone within 3 feet of you....

"If you were me, and you were...

1. Helping families live-worry free...
2. Offering the most requested voluntary employee benefit...
3. Looking for someone who wants PT income...

...where would you go? Who would you talk to?"

KEY: Getting a referral is a SALE in itself!

HOW TO ASK FOR A REFERRAL

No matter how talented you are, you must follow a specific methodology to be successful in expecting and getting quality referrals.

1. Transition Statements
2. Clearly Ask for a Referral
3. Paint the Picture
4. Isolate Faces
5. Write Down Referral
6. Ask Who Else?
7. Get Pre-Approach

1. TRANSITION STATEMENT

1. _____ them.

2. _____ them up.

“Thank you for _____ and for making an
_____ to protect your _____ I wish that I had
_____ just like you.

2. CLEARLY ASK FOR A REFERRAL

...without using the word referral.

1. _____ them up.

2. Create a _____.

“Based on who you are and _____, who would be
a _____ to talk to about _____?”

“My job is to at least meet with everyone! I will show them the same professionalism I showed you, it’s just important that they know they can be protected.”

3. PAINT THE PICTURE

1. Put them in your _____.

2. Tell them _____ who you're _____ for.

"If you were me, helping _____ so they can _____
_____, who would _____?"

4. ISOLATE THE FACES

1. Start _____.

2. Identify their _____.

3. Get _____.

"Basically, I'm looking for anyone who wants to live worry-free and if they have teenage drivers or need a will, that's a bonus. I know you are really involved in your _____. Who is the person you're closest to in the _____? Who did you _____ to at your last meeting?" If it's uncomfortable, say, "It's not a big deal, I just feel people would want to know!"

5. WRITE DOWN THE REFERRAL

1. Break _____ contact.

2. Look at your _____.

(Go to ShieldNation.com/Training/R3 system)

3. Don't _____ until they give you a _____.

If you want to help people AND help their friends, you must become a master at this!

6. ASK "WHO ELSE?"

1. Do _____ get _____ immediately.
2. Write down as much _____ as fast as _____.
3. _____ them for giving you a _____.
4. Ask " _____ ?"
" _____ you so much. This is how I do business, so this
_____ a lot! _____ would be a good fit to talk to?"

7. GET PRE-APPROACH

- Decision maker's _____ ?
- Both _____ and _____.
- How do you _____ them?
- What _____ are they are at home/office?
- If you were _____, when would you _____ to see them?
- What kind of _____ are they?
- "Tell me about (name) and what _____ he/she is.
- Straight to the point, detailed, extroverted?"

Take the 30-day challenge.

See more people than you have ever seen in 30 days and
don't focus on what you sell, **JUST GET 5 REFERRALS.**
Watch your income **DOUBLE!!**