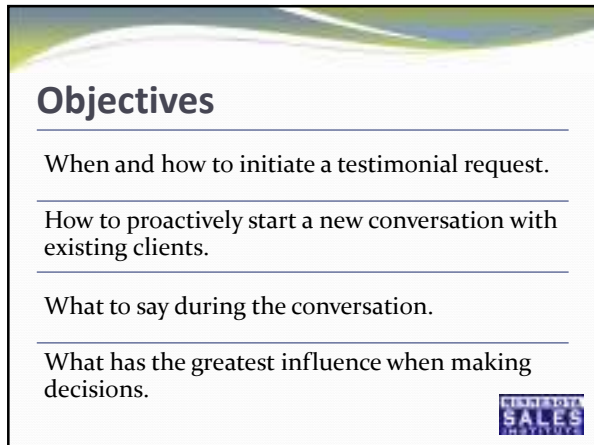
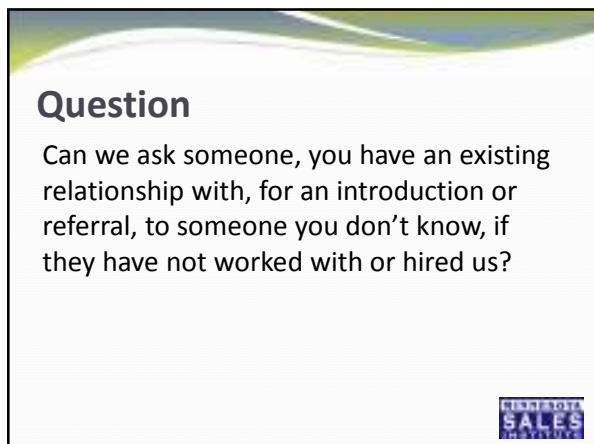




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3

Existing Network?

- Legally - Can we call them and ask for an introduction or referral?
- **How would they feel if you emailed/called them and asked for a referral or introduction – to someone they know?**
- What is holding us back from contacting others?




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Referral Aversion

- Characterized by emotional discomfort associated with asking existing clients (or prospects) for referrals.
 - Threaten an existing relationship
 - Damage delicate rapport established with existing clients
 - We may think extra-ordinary service will automatically prompt clients to volunteer referrals
 - Appear grasping, desperate and exploitive


Source: Psychology of Sales Call Reluctance by George W. Dudley and Shannon L. Goodson



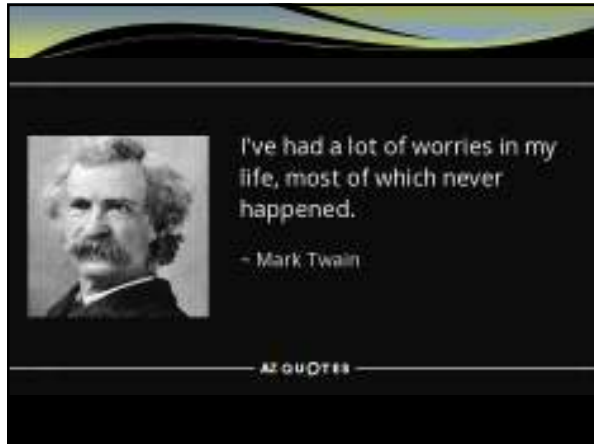
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Referral Aversion

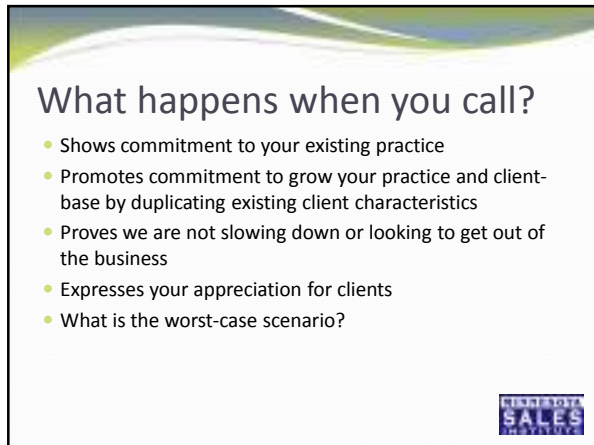
- Referral aversion and reluctance is based on a distorted feeling or perception of prospecting.
- Distressful feelings are **caused by the view** we take of things and situations in life, not the things or situations themselves.
- It is Real? It is True?



6



7




8



9

When should you offer?


- Every time we talk with them
- “Thanks for your time on the phone / reading this email. Please keep me in mind when you hear others talking about _____. I really want to build my practice with more people like you. Thanks!”
- “As you know I practice _____, and I’m committed to building my practice with more people like you. Is there anyone you know I should meet, to discuss more about what I do?”



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Benefits of asking for referrals


- No additional marketing dollars or research invested
- Greater credibility from personal introduction
- Short sales cycle
- Tighter client base
- Focused practice



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We Call our Connection


- John? Scott Plum (me), did I catch you in the middle of something. Is it a bad time? {pause} I’m calling to ask a possible favor.
- First, I want to thank you for (hiring me in the past / recommending me to others / selecting me to represent you / your involvement in XYZ Group). I enjoy working with you.
- My favor is to build my network with more people like you. Who do you know, you’d feel comfortable introducing to, where I can have the same type of conversations we have?



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What are the possible outcomes


- Your Connection is going to call the Prospect on your behalf
- You set an appointment with the Connection to discuss
- Connection gives you other Prospects, Companies, other ideas
- Connection shares some information with you about the current Prospect that causes your pursuit to pause
- You find out 'what's going on' with your existing Connection.



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Common Expectations


- There is something worthwhile discussing
- It would be an enjoyable experience
- Time would be respected
- Connection wants to know the outcome
- No is OK



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Testimonials


- LinkedIn (recommendations)
- Google (reviews)
- AVVO
- Every time someone gives you a compliment.
- "Thank you. I really appreciate that.
- I'm curious what you liked most about working with me?
- Thank you. Would you be willing to put that in a written testimonial?"



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Testimonial Story Format

- Describe your legal situation.
- How do you search for an attorney?
- What made you decide to contact me?
- On a scale of 1 to 10, how would you rank my work?
- What did you like most about working with me?
- How do you feel about the outcome of the situation?
- How would you describe me to others?



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Reject the Nest



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THANK YOU!

- Great to be with you.
- Connect with me on LinkedIn
- Subscribe to my free newsletter – www.mnsales.com
- I look forward to staying touch
- Please let me know of others that would appreciate increasing their sales revenue.



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