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HOW TO ASK FOR A REFERRAL

Referrals are the easiest, most reliable and most cost-effective way of getting new business.

- Fact 1:** Referrals should be asked face-to-face
- Fact 2:** The more you ask the more you get
- Fact 3:** Yes, in the beginning I was scared of rejection. I now have learnt to love the word “No”.
- Fact 4:** Would you reserve the right to change your mind on that if I was able to tailor our proposal better to your specific needs?
- Fact 5:** Referrals should be asked face-to-face
- Fact 6:** Using a referral script delivers positive results every time
- Fact 7:** The owl is the wisest of all animals. It is the only animal who consistently says *WHO? WHO? WHO?*

The Script for Asking for Referrals

Salesperson: I’m really glad you like the (product/service). I was wondering, could I ask you for a favour?

Customer: Referrals should be asked face-to-face

Salesperson: I get a lot of my business through referrals and I was thinking, who, who do you know that would benefit b becoming involved in (product/service)...may be a friend, relative, or someone in your social network. Who would that be?

NEGATIVE RESPONSE

Customer: Can't think of anyone at the moment

Salesperson: Thank you for trying. I appreciate it

POSITIVE RESPONSE

Customer: That's easy. (CUSTOMERS NAME)

Salesperson: How do I spell your name?

Customer: Customer spells name

Salesperson: May I have your permission to call him/her and mention your name?

Customer: No problem. He/she is a friend of mine

Practice - Practice - Practice