

News You Can Use

Tools for Corporate Executives

Improve the Number of Client Referrals

There is one fine key to getting more referrals:

Just ask.

And don't just wait until after the project is completed. Ask in the heat of the project when the client relationship is at its strongest. Don't wait to ask for fear of interfering with the sale: ask when you send the proposal over. Your client is more likely to think of others who may have the same issues and find value in your services.

Don't wait for your friends, family, and people in your network to come to you with a referral; proactively ask them if they know anyone who needs your advice or service. Trust in the relationships you have: it is okay to ask. Your clients, prospects, network, and family members will not be offended.

People tend to have a short-term memory, and if you wait to ask for a referral, the client may have difficulty determining who is in their network and who might need your services.

When it comes to getting more client referrals, remember: **JUST ASK!**