



TOP 10 TIPS

for Turning Referral Partners into Your Best Performing Marketing Method



By: Beth Boen, FOUNDER
SHE Leads Group



Beth Boen has more than 30 years of marketing, sales and customer service experience. She is a keynote speaker, business development trainer, and connector. Beth knows referral marketing!

REFERRAL MARKETING FACTS:

✔ Shortest sales cycle ✔ Highest close rate ✔ Highest retention ✔ Least costly ✔ Highest ROI

We've all heard, that in order to be successful in business, we need to build that "know, like, and trust factor." When people like you, they may be interested in doing business with you. When they trust you, they WILL do business with you! When your interactions with customers and networking partners surpass their expectations, they will not only be happy, they will turn into powerful referral partners. The ROI (return on investment) for successful referral marketing is higher than any other method, and it also lasts longer. How do you develop referral partner relationships? Read these tips to up-level your referral marketing game.

no. 1

FIRST IMPRESSIONS MATTER

Although every single interaction is important in a customer's journey, nothing is as important as a first impression. It sets the tone for the future relationship (or lack of one) and shows people you respect them and value their time and contributions. When your customers and networking partners have a great first impression, they become a real potential for a strong referral partner. When you continue to make a good impression with every single interaction, they become loyal advocates for your business.

no. 2

CHECK YOUR ATTITUDE – AT THE DOOR

Whether you are meeting with a prospect, client, or referral partner, go in with a positive attitude and always have a smile on your face. Regardless of what else is going on in your day, take a minute if you need to and shake off any negative emotions, if only temporarily. Showing up with a negative attitude, whatever the reason, will make a bad impression and can create a stigma that is hard to reverse later. The unexpected bonus is when you do this, you can sometimes trick yourself into actually changing your attitude for the entire day!

no. 3

HONE YOUR LISTENING SKILLS

Learn to be an incredible active listener with customers and referral partners. If you think you are already an excellent listener, try to do even better. Listen with all your senses, watching their body language and facial expressions in addition to hearing both what they are saying and how their tone of voice affects their words. When listening, pay attention to their message and do not be thinking of your response in the time they are talking. It is entirely appropriate to take a moment when they are done to form a response before jumping in too soon, it shows you are paying attention. Taking notes may also show you are listening, but don't write the entire time. You are in a conversation to learn and share, not to compete. If you're not in a debate competition, your conversation partner is *not* your opponent!

"I'm so glad I found SHE Leads Group. The caliber of women is high, the mission is unique, the energy is amazing, and the support from the founder, Beth Boen, is outstanding. Each chapter has a closeness and support of fellow members that encourages business growth as well as personal growth. I can see why women have grown their businesses through this group, and I'm thrilled to be a part of it. SHE really is different, which is hard to find."



Lori Dubois
Owner, Marketing Troubadour, Inc.,

no. 4 SHOW UP CONSISTENTLY

Business referral power partnerships do work, but you must be willing to take responsibility for showing up consistently. Relationships need to be fostered over time, they don't happen overnight. Effective communication skills are essential, but can't replace repeated, quality, intentional communication to help keep you top of mind. Showing up continually also is a sign of respect for your referral partners and helps them feel like you value them all the time, not only when you need something.

no. 5 PRACTICE CREATIVE GRATITUDE

Acts of appreciation are never wasted, and most of the time are underrated and not practiced enough. A referral partner who feels appreciated will always go above and beyond for you. Appreciation comes in many forms, including staying in touch, doing thoughtful acts, sharing valuable information, and giving gifts to say thank you. Gifts are always appreciated when related to a specific referral or action, but often appreciated even more when given as a surprise and not connected to a concrete act. When sending a thank you gift, be sure it is relevant and something they can use. If you are sending food or alcohol, be sure you know them well enough to know it's a gift they can consume.

no. 6 BUILD REAL RELATIONSHIPS

Know your referral partners personally, beyond your business relationship. Be genuinely interested in them and their lives, and let them know you care about their well-being. Earn their trust by doing what you say you will do. Follow through as promised, ask them for their opinions, and establish a strong two-way communication mechanism. Every real relationship will ebb and flow in terms of who needs more at a particular time, and be willing to give of yourself knowing your turn will come. Authentic relationships, even in a business setting, do not keep track of "who got more today." Authentic relationships balance out over time to serve both parties.

"Being a member of SHE has been a game changer. The support offered extends beyond business matters as the group becomes a second family. Every woman in business needs to be a member of SHE. SHE is the missing component that many entrepreneurs are looking for!"



Kandra Churchwell
Owner, Alō Goods

no. 7

BE EXCEPTIONALLY RESPONSIVE

Return emails and phone calls to referral partners the same business day if possible, and never later than the following business day. Referral partners are just as important as customers, and your exemplary customer service should extend to them as well. The way you treat your referral partners is how they will think you will treat the people they are referring to you. Acknowledge and thank them quickly for introductions made and ideas shared. Being responsive in a timely manner is one of the greatest missteps people make and one of the easiest to avoid making.

no. 8

FOLLOW UP RELENTLESSLY

Oh, the business that is lost and relationships ruined simply by not following up! Meeting peoples' expectations by simply following through with what you promised and what they wanted is one of the most important things you can do in referral marketing, as well as in all business interactions. Make it a practice to never end a meeting or conversation without knowing what next steps are. This allows you to put an action item in your calendar or CRM software so you can follow up. People who are great at following up are successful in their business.

no. 9

UNDER PROMISE, OVER DELIVER

Create a culture of under promising and over delivering, and you will WOW your customers, not simply satisfy them. Sometimes in our eagerness to please customers, we can over promise, which can get us into trouble. When you promise only what you **know** you can do versus what you **hope** you can do, you have an opportunity to over deliver without the expectation. Wowed customers become raving fans and great referrers.

"I really appreciate SHE Leads Group. Beth is very motivated to make every SHE Member's experience valuable. It is very obvious that one of Beth's passions is to help other women connect and build relationships to foster personal and professional growth."



Megan Durocher
Director, Fit Learning Denver

no. 10

ASK FOR TESTIMONIALS

Most business owners don't realize that people actually **enjoy** being asked for reviews and testimonials. People, in general, love to share their opinions. Written testimonials, whether through online reviews or LinkedIn recommendations, can be more valuable than a single email or spoken referral because the same referral will be seen multiple times. Don't be afraid to ask your happy clients for reviews, testimonials, and recommendations, and if they ask for help or ideas, help them know what kinds of information would be helpful for them to share.

In general, providing exceptional customer service to everyone, not just to your customers, builds strong and valuable referral partnerships. When you fail to practice the tips above, referrals dry up quickly. When you are a trusted resource and contribute freely to others, you build a referral foundation that supports your business and your partners businesses as well.

Do you want to **build and support referral marketing for your business?**

Do you need **help growing your business while helping other women business owners?**

Are you hoping that **a different, better approach exists** than the traditional leads group models?

If so, check out SHE Leads Group!

We **ARE** different. We **ARE** successful.

We **ARE** looking for a few good women to join our chapters!

Contact SHE Founder, Beth Boen for more information

Beth@SheLeadsGroup.com or 303-981-1541

Who we are and why we're here.

How SHE is different.

What our members say.

