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Referrals Build Profits: The Best Kind Of Customer Is A Referred Customer

By Robert Boduch

Referrals are the key to exponential and cost-efficient business growth.

Supply a topnotch product... let your customers know how advantageous your brand is... and provide exceptional service.

Do that and you'll encourage customers to willingly send their families, friends, acquaintances, and business associates your way.

There's no easier sale than the sale made to a "pre-sold" prospect. This kind of favorable condition can only arise as a result of the shared enthusiasm from another delighted buyer. Word-of-mouth advertising generates top quality referrals. As a marketing tool, it simply can't be beat. Word of mouth promotion cannot be purchased for any amount of money... it can only be earned.

Referrals happen when one friend willingly shares information with another. What makes referrals so effective is that no true friend would recommend a business, service, or product that they didn't completely approve of themselves.

The foundation for building your business with referrals is a solid product or service --- one that not only meets, but exceeds your advertising claims. One way to achieve customer satisfaction is to "under promise" and "over deliver".

It doesn't mean you should weaken your advertising materials. Simply focus on providing more for you customers - more than you promise. That's another formula for success. People are always thrilled to get a little something extra with a purchase they're already happy about.

Write powerful sales copy that clearly positions your product as the overwhelming favorite. Make a huge promise... and deliver even more.

Treat your customers as the most important component of your business. Customers are vital to your success - even to your very existence. People want to be treated fairly, with respect, and courtesy. The golden rule still applies - treat people the same way you like to be treated. Remember, nobody likes to wait beyond a reasonable amount of time for an order to be filled.

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When you get in the habit of delighting customers, you'll find that people are only too happy to tell others. As word spreads about your product or service, your business is propelled to new heights.

Your success in business is predicated on your ability to satisfy customers, and to continuously grow your customer base. In all your communications with customers, you need to encourage them to tell others about all the benefits your product or service offers.

Let loyal buyers know that you're always seeking new customers. Remind readers that you've built your business by thoroughly satisfying customers and having those customers tell others in turn.

Ask buyers if they know anyone who would like and could benefit from your catalog. As soon as a

name is provided, fire off an information package... and send a thank you note to the customer who fed you the lead. Referrals make it easy to grow your business.

Provide discount cards for new customers. Offer a 10% to 15% discount on their first purchase and then make these available to your existing customers for distribution to others. Give them an extra reason for handing these discount coupons out.

Offer points towards free gifts, free premiums, for each discount coupon redeemed, or simply acknowledge them as a "builder" of your organization, complete with their picture and certificate, proudly displayed for all to see.

The best way to get customers to refer others is "in the moment" — when they're still enamored with your product or your high level of personal service.

While customers are enjoying these positive emotions about your company, that's the time to ask for a little favor. Ask... "Is there someone else you know, who might want to... grow their business by 37% this year? ... get that older car looking showroom-clean? ... transform any weed-filled lot into a lush green lawn and garden?"

Simply fill in the end of the sentence with the big benefit you've just delivered on. Plant the seed of referrals and referrals will come your way.

More resources at

www.makeyoursalessoar.com

Robert Boduch is an author of dozens of best-selling books, reports and articles on the art and science of selling. A free newsletter targeted at anyone interested in selling more of anything is available at

www.makeyoursalessoar.com

One Sure-Fire Way to Boost Profits With Referrals

By Candice Pardue

One Sure–Fire Way to Boost Profits With Referrals by Candice Pardue

If I had to choose one effective Internet marketing tool, a business referral program would be right at the top of the list. Whether your business is online or off, a good referral program will increase your profits.

Another word for referral is "word of mouth". If you can just get enough people talking about you in a positive manner and sending customers to you, you will have more business than you can handle! A business referral is priceless.

Don't Wait for Your Customers To Send You Referrals

Many online business owners feel they can only get referrals by a customer taking the time and initiative to tell a friend or acquaintance about them. The truth is, most customers will forget to mention you or only tell others about you if asked. You will get some referrals by treating customers well, but the number may be limited to a few.

Ask For Referrals

Use the methods below to initiate referrals from your present customers. The most important thing to remember is that when a potential buyer is referred to you by a happy, satisfied customer, half the sale is already made. That's the benefit of getting referrals!

Who Do You Ask for a Referral?

A happy, satisfied customer.

What Do You Ask?

When writing to a customer to ask for a referral, first reinforce the benefits, value, and contentment that customer has just experienced with your company. Write and thank them for purchasing your product (some companies send a thank you note or e–mail just saying thank you first – this way the customer doesn't think you're just trying to get something from them).

A day or two later, send the customer a second thank you and

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mention some of the benefits he/she experienced while dealing with your company such as prompt service, great quality, help with a problem, etc. Once you've reminded them of the benefits, politely mention that he/she may know someone who would benefit from your company's product or service. Ask the customer if he/she can think of anyone who would save time, money, and headaches by purchasing from your company.

Why Should the Customer Give You a Referral?

The customer should give you a referral because it could benefit their friend. If he/she has a friend that is going to be purchasing the product or service that you offer, he/she has an obligation to tell that friend about your site, especially if it is going to save them time or money, doesn't she?

When Do You Ask for a Referral?

The best time to ask for a referral is right after the customer purchases from you. Your customer is still excited about h/his recent purchase and will happily talk about it with friends!

Where Should You Ask for Referrals?

As I mentioned earlier, a second thank you letter would probably be best. Or, you could make a quick phone call in some instances. The first thank you should show your appreciation for the purchase and how much you value the customer. If your company is online, you can send both the first thank you and the referral letter via e-mail. This will save money, time, and paper. If the customer has already purchased from you, he/she expects to hear from you again.

How Should You Ask for the Referral?

Ask for your referral in a way that's irresistible to the customer. Take the time to calculate how much one customer is worth to you over a period of one year (in other words, how much will that customer spend with you based on the nature of the product?). Once you've established that the customer has benefited from your company and knows someone else who would benefit, you're ready to ask for the referral.

Make your offer irresistible and, if possible, ridiculous!!! If you calculated that the average customer spends \$1,000 per year with your company, then would it be worth it to offer a \$100, or maybe even a \$200 incentive for them sending a new customer to

you?

After all, you probably would have never had that customer if not

for the referral. That new customer may spend thousands of dollars with your company over the next several years. If that happens, it would really be worth the investment, wouldn't it? I know what you're thinking, that's too much money! But, before you decide against it, try testing your offer and see if it brings in traffic.

The funny thing is, some people will never ask for the referral fee, they'll send you the business just because they like you!!! Try it on the next customer that purchases your product or service. You can't afford not to get referrals!



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