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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Care And Feeding Of Referrals

By Pat Marcello

When someone joins a program under you, what's the first thing you should do? I can tell you that the wrong answer is "Try to Sell Him or Her Something." That's the best way to lose an associate. All people want respect and pouncing on referrals in this way is bound to raise hackles.

Instead, welcome the person to the program. If the site is a little complicated in some way, explain where members usually find rough spots. You can learn these issues by reading the FAQs because most program owners don't like to answer the same questions repeatedly. Or, send referrals to the FAQs directly or a member guide via a link, rather than providing your own explanations. Don't overwhelm downline members, just give them a tip or two about using the program and offer further assistance if and when the need arises.

Be sure to include your full contact information, as well. Give referrals not only your name (not your username, but your full name), your email address, the URL of your web site, Instant Messenger information, and yes, even your telephone number. Though you may be wary of doing this, crank calls are the exception rather than the norm. Most folks usually call just to bond with someone else working online, or to ask questions.

Be sure to answer every question asked, even if you have to research the answer away from the program or ask one of your own online friends for a response. Providing an answer to their queries builds trust between you and your client, as that is what the person will become, if you take time to build this relationship. Your downline members will look to you not just for help, but guidance into other programs or the trust you build may give them the confidence to buy your product.

And of all the advice given above, building trust should be your most important goal. However, never betray this trust. Don't lead others into the latest, greatest program before you try it yourself and make sure it's something worth joining. Don't sell them a product that just doesn't work. Keep clients coming back for your advice or your products by maintaining that trust you worked so hard to build.

So, the next time you get referrals, just offer your hand in friendship. You may be surprised at how strong your list will grow.

Pat Marcello is a professional author with 10 books to her credit, and writes pro blogs at

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Go Out And Get Referrals

By Kevin Nunley

Go Out And Get Referrals by Kevin Nunley

Recently a survey asked major companies where most of their customers come from. A whopping 85 percent said referrals are their number one source of new business.

The first place to look for referrals is from happy customers. When someone is satisfied with your product or service, mention how much you would love for them to tell friends and co-workers. Most people feel a bit proud you would ask.

Get referrals from other sales people. You don't have to look at them as enemy competition.

Many people in your industry fully appreciate how well you do what you do.

They may feel you offer better expertise in some areas.

Competitors can also get over-worked and need to refer customers to you to give themselves time to catch up.

Several top business writers frequently send jobs to me. They know I have a staff of top-notch writers who can get the job done quickly. The competitor looks good to their customer AND has time to work on other projects.



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