



## Check Your Referral I.Q.

**Your Referral I.Q. can turn your sales from cold to GOLD!**

**Purpose** Answer these 13 questions to accelerate your referral business and double your sales velocity! By committing to referral selling you will:

- Attract your ideal clients more than 50 percent of the time
- Shorten your sales process by at least 35 percent
- Ace out your fiercest competitors
- Reduce your cost of sales at least 22 percent
- Win more, bigger, and more profitable deals

*There are only “Yes” or “No” answers. “Maybe” never counts in sales.*

Answer the following questions “Yes” or “No”		Yes	No
<b>1</b>	You have a written referral-sales plan.	<input type="radio"/>	<input type="radio"/>
<b>2</b>	You have written weekly referral goals.	<input type="radio"/>	<input type="radio"/>
<b>3</b>	You have developed metrics to measure your referral success.	<input type="radio"/>	<input type="radio"/>
<b>4</b>	You use a systematic, disciplined process to ask for referrals.	<input type="radio"/>	<input type="radio"/>
<b>5</b>	You have a reward and recognition plan for referrals.	<input type="radio"/>	<input type="radio"/>
<b>6</b>	You have the “know-how” to ask for referrals with confidence.	<input type="radio"/>	<input type="radio"/>
<b>7</b>	You always get introductions to your best prospects.	<input type="radio"/>	<input type="radio"/>
<b>8</b>	You have sales messages that differentiate you from your competitors.	<input type="radio"/>	<input type="radio"/>
<b>9</b>	Your Referral Sources know the top two reasons to refer others to you.	<input type="radio"/>	<input type="radio"/>
<b>10</b>	You are recognized as the expert and “go-to” person in your field.	<input type="radio"/>	<input type="radio"/>
<b>11</b>	Everyone knows your Ideal Client profile.	<input type="radio"/>	<input type="radio"/>
<b>12</b>	You attend the same events your clients do.	<input type="radio"/>	<input type="radio"/>
<b>13</b>	You are 100 percent comfortable asking for referrals.	<input type="radio"/>	<input type="radio"/>
<i>Enter the totals of “Yes” and “No” answers, then go to page 2 to see your score.</i>			

## **Your Referral I.Q. Score**

**Instructions** Your Referral I.Q. score is the total number of times you answered “Yes” to the questions on the Referral I.Q. questionnaire.

If you answered “Yes” 13 times, you are a Referral Star! ★  
Keep up the good work!

If your score is less than a perfect 13, click on the Referral I.Q. resource links below to sign up for the training you need to become a Referral Star!

### **Your score    Your Referral I.Q.**

**13                    You are a Referral Star!**

**10–12              You need a review to accelerate your business.**  
Read my book and listen to CDs.  
<http://www.nomorecoldcalling.com/products.html>

**5–9                    You are committed, but need a system to achieve results.** It’s time for the No More Cold Calling Webinar or in-house program. [http://www.nomorecoldcalling.com/salesworkshop-nmcc\\_webinar.html](http://www.nomorecoldcalling.com/salesworkshop-nmcc_webinar.html)

**0–4                    We need to talk.** <http://www.nomorecoldcalling.com/contact.html> and call me at 415-461-8763.

**Thank You!** By taking the No More Cold Calling Referral I.Q. Quiz, you’re moving in the right direction! Want to succeed in sales? Adopt the only sales strategy where you are pre-sold, have trust and credibility, ace out the competition, shorten your sales process, incur no sales costs, and get a new client more than 70 percent of the time.

It’s called Referral Sales. Why would you work any other way?

Visit No More Cold Calling <http://www.nomorecoldcalling.com> regularly for hot tips, new perspectives, skill-building referral webinars and sales presentations.

### **Get Back in the Black**

Check out my Back in the Black Blog for a quick-hit, referral-selling boost! Let me know what you think, comment, and let’s continue the conversation. Read the blog: <http://www.nomorecoldcalling.com/blog/>