



## The No More Cold Calling® Referral-Selling Webinar Program

### Sales Challenges

Salespeople agree that referral selling is “hands down” their most crucial business-development strategy and enables them to get the meeting at the level that counts. With referrals:

- The prospect is pre-sold on the salesperson’s ability to deliver results
- Sales time shortens by at least 20%
- The referred salesperson has credibility
- The competition decreases or disappears
- Salespeople attract a new client a minimum of 50 percent—but more likely between 70 and 90%—of the time
- Referred clients are more profitable, deal sizes are larger, and these clients are perfect sources of referrals to new business

Yet, 95% of salespeople do not have a written referral-selling strategy, written weekly referral goals, referral-selling skills, or a system to track and measure referrals. At No More Cold Calling, we close that gap and make referrals not only common sense, but common practice.

### Curriculum

The No More Cold Calling Webinars are facilitated by Joanne Black, the founder of No More Cold Calling. Monthly group mentoring calls and referral activities are included to ensure results.

#### Session One: Your Referral-Prospecting Strategy

- Why successful salespeople adopt referral selling
- The two-step sales process
- The unlikely definition of a referral
- What it takes to build a referral business—the steps
- The four building blocks of referral selling
- What gets in the way of referral selling
- The toughest question you’ll be asked
- How to conduct an ROI conversation
- How to talk quantitative business results
- Select an Accountability Partner
- Set personal referral goals

#### Session Two: The Power of Referral Qualification

- Create company and individual referral metrics
- Talk business results—not feature/function
- Create a template for your ROI story
- Determine qualifying criteria for your Ideal Client
- Learn two new and unexpected criteria
- Complete a template for your Ideal Client
- Identify the opposite of your Ideal Client
- Why outlining specific criteria is counterintuitive



- Identify multiple sources of referrals
- Create a list of referral categories
- Target your three top referral sources and describe business results
- Complete a Referral Wheel template

### **Session Three: Asking for Referrals**

- Introduce the Referral-Selling System
- Compile a list of business results/impact
- Learn the step-by-step process (atTRACT) for how to ask
- Complete atTRACT worksheets
- Ask for the introduction
- Identify practice partners
- Set goals with your Accountability Partner

### **Session Four: “Live” Practice Asking for Referrals**

- Role-plays with Joanne and feedback
- Key statements for Asking with Confidence
- Types of questions to eliminate
- Examples of using the atTRACT process to get the meeting
- Traps to avoid and next steps

### **Session Five: Making Referrals Work**

- Thanking your Referral Source
- To incent...or not to incent
- More role-plays and feedback
- Implementation guidelines
- Measurement options and statistics
- The role of social media in referral sales
- Build your individual referral plan
- Reward and recognition options
- Earning the right to ask
- What happens if...they can't think of anyone

### **Ongoing Mentoring**

Included in your registration are five monthly group mentoring calls. You will dial a number and can ask and receive feedback on any question pertaining to the course. Unable to make the calls? Email your questions in advance. (All calls are recorded.) Calls will be at a set time each month. The dates and times will be announced during the webinar series.

You have email access to Joanne forever. Email questions anytime. We also like to hear success stories!