

HOW TO BOOST SALES WITH REFERRAL SELLING



Telling your team to ask for referrals won't work. A disciplined, measurable, referral system WILL.



Convert prospects to clients more than **50%** of the time

THE NO MORE COLD CALLING REFERRAL SELLING SYSTEM

1: CRAFT YOUR STRATEGIC REFERRAL PLAN



Establish specific goals to drive a referral culture. Create criteria for program success, establish metrics, integrate referrals into your sales process, identify overlooked opportunities.

Measure for Success:

Create referral activity, results, and accountability metrics.

# of people asked	# of referrals received
# of meetings scheduled	# of meetings conducted



2. DEVELOP REFERRAL SKILLS



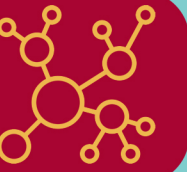
Craft Your Story

What pressing problem did you solve and what was the business impact? Create compelling stories to demonstrate results.



Find Your Ideal Client

Avoid the PITA (Pain in the ...) and develop specific criteria for your best prospects.



Discover Your Network

Build your outreach plan, identify referral sources, and prioritize.



Ask with Confidence

Learn the proven process to ask for referrals. Get every meeting in one call.



Practice Makes Permanent

Practice and get feedback from two people in-person.

3. IMPLEMENT YOUR REFERRAL PLAN



Build a Referral Action Plan with referral tracking and accountability metrics. Changing behavior requires reinforcement and coaching to keep people on track, increase confidence, ensure accountability and guarantee results.

REFERRALS DRIVE REVENUE



Only qualified leads enter the pipe



Reps score every meeting in one call



No gatekeepers!



Reduce prospecting time & cost of sales

Visit www.NoMoreColdCalling.com