



## WHY YOUR TEAM ISN'T GENERATING MORE REFERRALS

*And What You Can Do About It*

### Course Description:

Referrals should be the lifeblood of any sales organization — low-cost, high-conversion opportunities generated by people who already trust you. Yet many teams struggle to consistently generate them. Why? This course tackles the often-overlooked leadership and mindset factors that stifle referral activity at the source. Greg Gray reveals five critical breakdowns that keep staff from asking — or even remembering — to ask. More importantly, he arms leaders with the tools, messaging, and daily strategies to fix it.

### Participants Will Walk Away With:

- **Key Insight #1: The Leadership Gap:** Why referral behavior must be led from the top — and how to move beyond blanket reminders to a results-based system.
- **Key Insight #2: Messaging That Makes Referrals Make Sense:** Learn how to equip your team with language that feels natural — not salesy — and ties directly to the organization's mission.
- **Key Insight #3: Why They “Forget” — and How to Fix It:** A behind-the-scenes look at why staff struggle to remember to ask, and the simple tools that bring referrals back into daily focus.
- **Key Insight #4: Establishing Authority:** Learn to project credible expertise—through experience statements and evidence—that positions you as the trusted expert in any conversation.
- **Key Insight #4: The Role of Measurement:** Discover how tracking, feedback loops, gentle accountability, and even incentives unlock a permanent shift in team behavior.
- **Key Insight #5: Making Referrals a Culture, Not a Campaign:** How to embed referral-seeking into your agency's DNA — so it's not something people “try” but something they “do.”

### 💡 Why This Is Important:

Without a referral strategy that your team actually uses, you're overpaying for leads, missing warm prospects, and leaving loyalty on the table. Cold calls become the punishment for leadership systems that didn't support consistent referral generation. This course gives you the roadmap to fix that — by rewiring how your team thinks about, talks about, and tracks referral opportunities.

