



## **I HEARD ABOUT YOU!**

### Leveraging the Power of Referrals

#### **PROGRAM LENGTH**

1.5hrs – 2hrs

#### **PROGRAM DESCRIPTION**

In sales there are basically 2 groups of people you get to call on. People you KNOW and People you DON'T KNOW. It's possible to be successful calling on people you don't know with good strategies and talk paths but calling on people you know or have been introduced to you by someone else has always been the Holy Grail of superior sales production. In this course, Greg will outline the all the critical components to getting more referrals and will move that theory into practice by showing you exactly what to say to garner many more of them.

#### **PROGRAM OUTLINE**

- I The Business Case for Referrals
  - Referrals by the numbers
  - The opportunity that provides to you and your business
  - Why most people don't ask for referrals
  - Cold Calls are your punishment
  
- II The Primary Prerequisite to Getting ANY Referral
  - The Client Experience and the Likert Scale
  - Earning the right to ask
  
- III Stop calling them Referrals
  - The Million Dollar Round Table Guy
  - What he said that shocked a room full of salespeople
  - If not referrals, what should we call them?
  
- IV Creating a System
  - Accountability through Expectations
  - How and when to ask
  - The Recommendations GPS (Practice and Role Play)
  - Having a follow-up plan

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### Critical Components to Leveraging the Power of Referrals





**PROGRAM OUTLINE (continued)**

- V      Rewarding Recommendations
  - Cost/Benefit Analysis
  - Be creative and innovative
  
- VI     The Most Beautiful (or scariest) Thing a Salesperson Will Ever Hear

