

3 Referral Killers & 3 Rescues

Motivate Referrals with

- **Speed*
- **Class*
- **Gratitude*

By Barbara Kay, MA, LPC, RCC

Well meaning professionals stumbled, making referral killing mistakes.

It was a **powerful** reminder to make it **EASY for people to help!**

Check out these **true stories** of 3 Referral Killers & **3 Referral Rescues**



Referral Killers

- Too Much Detail
- Confusing Choices
- Cheap Materials
- Slow Response
- Lack of Support
- Low Gratitude

Referral Rescues

- Concise Summary
- Targeted Services
- Quality Visuals
- Quick Delivery
- Helpful Tools
- Warm Appreciation

*"If we make it hard, it can look unprofessional and ungrateful... we may kill the referral completely.
NO ONE will refer someone who might **EMBARRASS** them"*

We all want clients and COI's to refer, but first we have to make it easy for people to help. The folks described below made it HARD for me to refer. **Read on, you'll be even more motivated to make it easy for people to deliver you business.** I was!

Referral Killer #1: Lost in Details

I met with a business owner to learn more and hopefully refer their business. Sadly, I left the meeting befuddled. It was a flood of possibilities, options and choices. My head was spinning. No way could I describe their business with any clarity.

Referral Rescue #1: Keep it Simple

Deliver a clear & concise summary. Research shows people can't process too many choices. Even 5 is too much. Use the magic of 3. Identify no more than 3 main services or differentiators. If you work with different groups, outline no more than 3 niche groups. Most of us struggle to condense our message (me too). Remember, they can't refer, if they're confused.

Referral Killer #2: Bad Marketing Material

In another referral meeting, I met a very accomplished consultant who has great knowledge and a valuable service. Then I got handed a poorly designed, cheap and unprofessional brochure.

Referral Rescue #2: Show your Best

Show only what is done well. An elegant business card is better than a bad brochure. Be digitally savvy. Create a great website, carry a tablet and show your website live. Then follow up with a customized digital attachment. Compared to high quality print, digital is much more flexible and economical. It can be customized quickly and cheaply.

Referral Killer #3: Poor Follow-up

In two additional situations, I wanted to refer clients and requested a summary that I could include with the introductions. In one case, I got partial information that could not be forwarded on. In the other case, I got a "thank you" for meeting but no summary, which may arrive at some point, I don't know.



Referral Rescue #3 - Deliver with Speed, Class & Gratitude

I was primed and motivated to make good introductions. The poor follow-up not only made it hard, it also reduced my interest and confidence in referring. In addition, it felt that my time and effort were not valued.

Bottom Line: Make it EASY!

If we make it **hard** for people to help, it can look both unprofessional and ungrateful, which just might kill the referral completely. **No one** will recommend someone who might **embarrass** them.

It was a powerful reminder to make it **EASY** for people to refer!

Barbara Kay, MA, LPC, RCC

Barbara is a business psychologist and productivity coach. She serves professionals, organizations and associations through coaching, consulting and speaking on: Productivity, Conflict & Communication, Change, Teams, and Leadership.

Barbara has over 15 years experience coaching, writing and speaking, in addition to graduate and post-graduate training in Clinical Psychology and Coaching. Her publications include numerous articles and two books, **The Top Performer's Guide to Change** and **The \$14 Trillion Woman**.

In addition to coaching professionals and teams across the country, Barbara is a speaking guest for regional and national organizations and associations.

Email: barbara@barbarakaycoaching.com

Phone: 630.212.5460

Web: www.barbarakaycoaching.com

