



The Referral Process

A Proactive Five Step Process



Build Your Business With Referrals

Learn precisely how you too can build your business with a clever Referral Strategy

Most businesses grow naturally by referrals yet equally most businesses do not actively encourage this process. We do. Learn more today.

The Referral Process is one process that once you get down to a fine art, works and it almost works on every occasion.

The major focus at this stage must be based around the concept of **activity VS passivity**. To truly master the Referral process it is important that you first understand the Activity VS Passivity approach to the journey.

In most cases businesses that do well naturally seem to encourage others to join their service. It's a natural progression right? Someone likes what you do, they will talk to their friends and spread the word. This is often referred to as 'word of mouth' marketing.

Did you know 85% of small business owners rely on '**WORD OF MOUTH (WOM)**' yet they don't all actively chase this WOM Lead Source. (*Alignable Survey 2017, surveyed over 7500 SMES*)

The Activity VS Passivity Approach to the Referral Journey

	ACTIVITY	PASSIVITY
Encourages Referrals	Yes in a major way by promoting it, speaking about it and doing the service really well.	Yes to a degree by doing the service well.
Method of Referral	Proactive asks mostly. Whereby the business uses the 5 touch points to attract referrals	Mostly naturally over time the business will wait for the initial client to make the first move
Responsibility	On the business owner	On the current client
Volume of Referrals	At least 0.8 people referred per current client. I.e. if you now have 100 clients you will get 80 referrals	Referral rate will look like around 0.2 over time. So if you have 100 clients, 20 more will be referred.
Close Rate of Referrals	20-30% with increased volume of referrals	10-20% Close rate as less urgency behind referral and onus on the person to make the first move
Sale Rate	100 Clients referred 80 referrals of which 20 will join (Close rate 25% mid range)	100 Clients referred 20 referrals of which 3 will join (Close rate 15% mid range)



REFERRAL FAQs

Any Referral Ideas?

What can you give to the referral to get them in your door? To get them to see your brand/business? Think about this. This is important. For many it is, free access, a trial visit, a discount offer or similar. But it can also be a value add like a gym owner may give a complimentary fitness program for the referral for every coming in to say hello.

Do I need a reward?

No. Simple answer. You can easily grow by simply doing your service exceedingly well. Focus first on being amazingly good at what you do.

Does a reward help?

Yes and no. It can be a huge value add if done right. The mechanics of this are very important. It should not become an expectation, ie. *“but I referred Chris so where's my reward?”*

A great way to operate is via surprise and delight. This is where the outcome is unexpected for the person that refers and they receive a gift. This gift is a well tailored gift for the person eg. if a client loves whiskey, maybe a nice set of whiskey glasses. This will feel like a real gift as opposed to a few dollars of their own payments. Think about it. What does your partner want? The gift or the thought behind it? If you got your partner a voucher for \$50 or a really personable meaningful gift, what would go down better? Let's use this concept in our business because it's real life, right?

Now you also need terms. For example, it may be, a gift is only given to somebody who refers two people who become clients within a 6 month period etc. You need to have behind the scenes terms that you follow.

But Should I ask? I mean we've already got some referral clients...

Yes. If you have already grown by referral that's amazing! But I think if you looked back and had an active ask policy implemented, you would have gotten more referrals and the ones that did naturally come in, would have come in earlier. Think about the missed revenue of someone joining your service 4 months after they could/should have.

I don't want to be rude though?

By offering someone something cool at your business? I don't understand. If you believe in what you do, share it.

I don't want to upset my current client?

Make sure they understand that you will still service them AMAZINGLY well no matter what. Also ensure that they understand your purpose. You were put here to help support others and you want to continue to do so. Be brave, be polite and be firm on your stance.

What if someone doesn't refer?

It happens. It's OK. Ask again down the track but do not give up on the first ask.



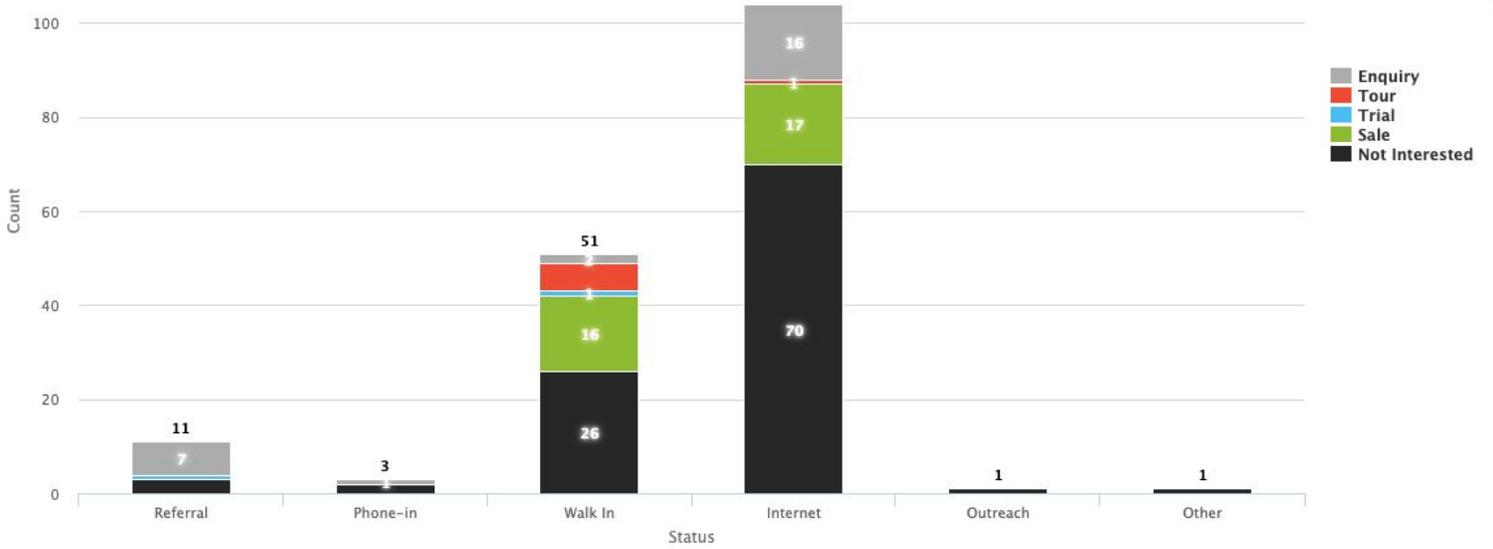
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Example of this change in referral Activity VS Passivity and Sales outcomes from SAOR client

Example One: Passive Approach - 11 Referrals Acquired JAN 19, 0 SALES (0%)

Lead status From: 01/01/2019 , To: 31/01/2019 , Group by: Date , Status: All

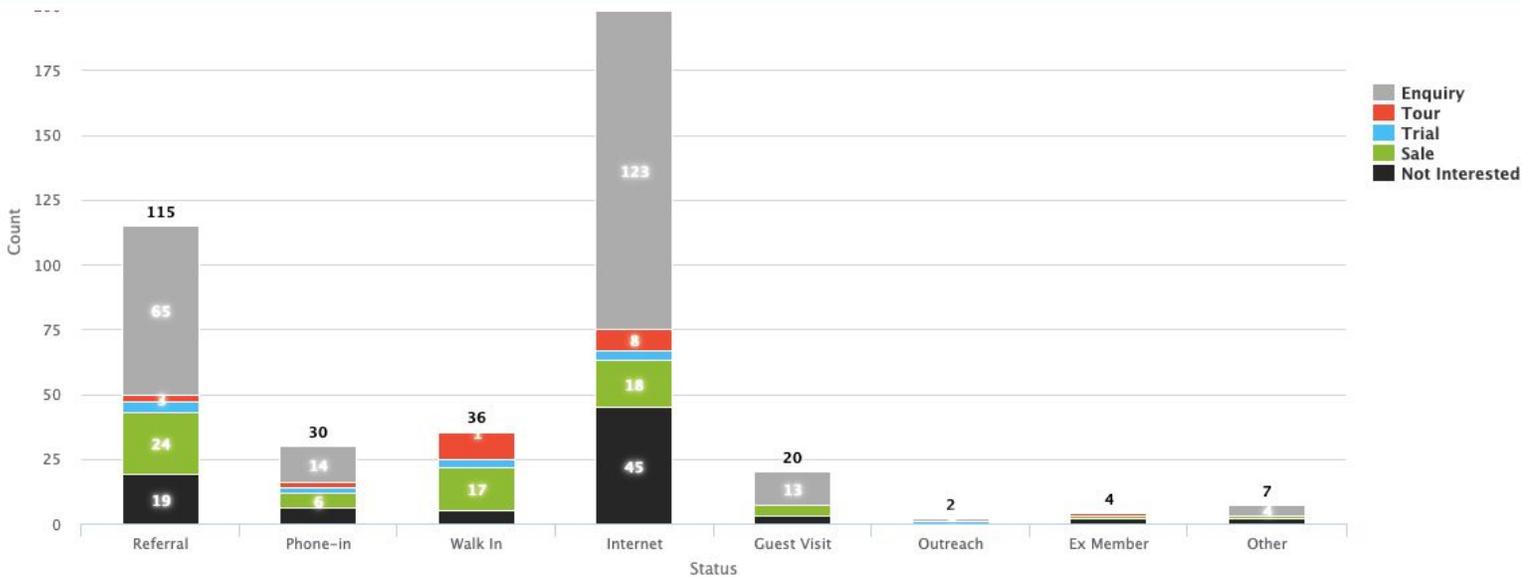
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Example Two: Active Approach - 115 Referrals Acquired JULY 19, 24 sales (20%+)

Lead status From: 01/07/2019 , To: 31/07/2019 , Group by: Date , Status: All

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So now you've seen what this powerful 5 Step process can do, let's get it going!

STEP 1 - Initial Phone Call/Initial Chat Subtle build ins Ask (Day -1/0)

Plant the referral Seed

On the very first contact with the business, it is important to subtly start the referral process. Plant the seed of positivity around the referral. Think of it this way, if you run a yoga studio surely you feel as though you help people get towards a position of zen right? So why not share this zen with others? What better way than by focusing on referrals early on.

Use the facts and use the stats to support your cause! **Did you know** training with a friend can actually BOOST RESULTS? A VA study shows that during the average exercise session, women who exercise with friends burn up to 236 calories per session, compared to 195 for women who prefer to go it alone.

Position the referral to them, the person you are with. For example, if someone starts and mentions their partner or someone that they spend a lot of time with, we can help them visualise that person as our referral.

STEP 2 - On Registration Ask (Day 0/1)

Complete VIP Form

This is probably one of the most important steps on the journey. If you've made a great impression and strong rapport and followed a Needs Assessment Program (NAP) you should have the person primed to refer.

Ensure that you use a well presented SAOR Style Referral card/ physical or digital. See examples in the Business Toolkit Section and editable option in the SAOR Shared Folder.

Ask politely and ask again. Remember you are ensuring that the person get a chance to give their friend/family members something that they themselves clearly value.

Using presumptuous statements like *"Most of our new clients simply go through their phones and find out the best person that this could suit"* or *"Which person comes to mind first, let's start there..."*

STEP 3 - Onboarding Journey Email Ask (Day 28)

Email Series Sent

As a part of your new clients onboarding experience we recommend having a 100 day email series set up from moment one which follows this new client digitally. In the first 100 days it forces us to touch base 7 times on various areas. One area which is covered as you can imagine is the referral ask at the 4 week mark.



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At this stage you can encourage the client to refer as they have now truly experienced the service and should be loving it. This of course is all service based, so at all times your service must be spot on or else referrals will not come in regardless of how many touch points you have.

STEP 4 - Service Call Scripted Follow Up (Day 42)

Let's Serve Them, Service Call

The Service Call script has been built and designed to help support the acquisition of referral leads at a scheduled time in the member/client journey. See the SAOR Shared Folder for full editable options for service call referral cards.

This call is set at 6 weeks post sale and is set to ensure that the person has really got a good chance to try your service and hopefully love it.

As you scale or if your timeline in business is different the timeline for each process can change accordingly. Eg. if your service lasts 4 weeks, we would want to do this call before that timeframe.

STEP 5 - Face to Face Direct Entry Ask (Day 60)

A bit of facetime

Finally, we have the last chance to ask directly for that well placed referral. If you don't ask, you don't get, right? I know you've heard this before but now we need to actually ask. This may be the awkward one for you to do because it challenges you to ask directly.

Think about the last 2 months and how the person has enjoyed the service, surely by now if you've given them your all, poured your effort into the service and been real they should equally 'want' to share you with others. This is the 'hail mary pass', this is it. Go all in.

Here at this stage the biggest thing that you will need to do is ask politely but TWICE. Yes twice. It should look like this.

"So Paul, I know we've been working together now for 2 months and I see you're loving it. We are looking to build our brand with people just like you because we want a real community and what better way than working with more 'yous'. So Paul, if you had to think about someone now who could use our service, who springs to mind?"

RESPONSE

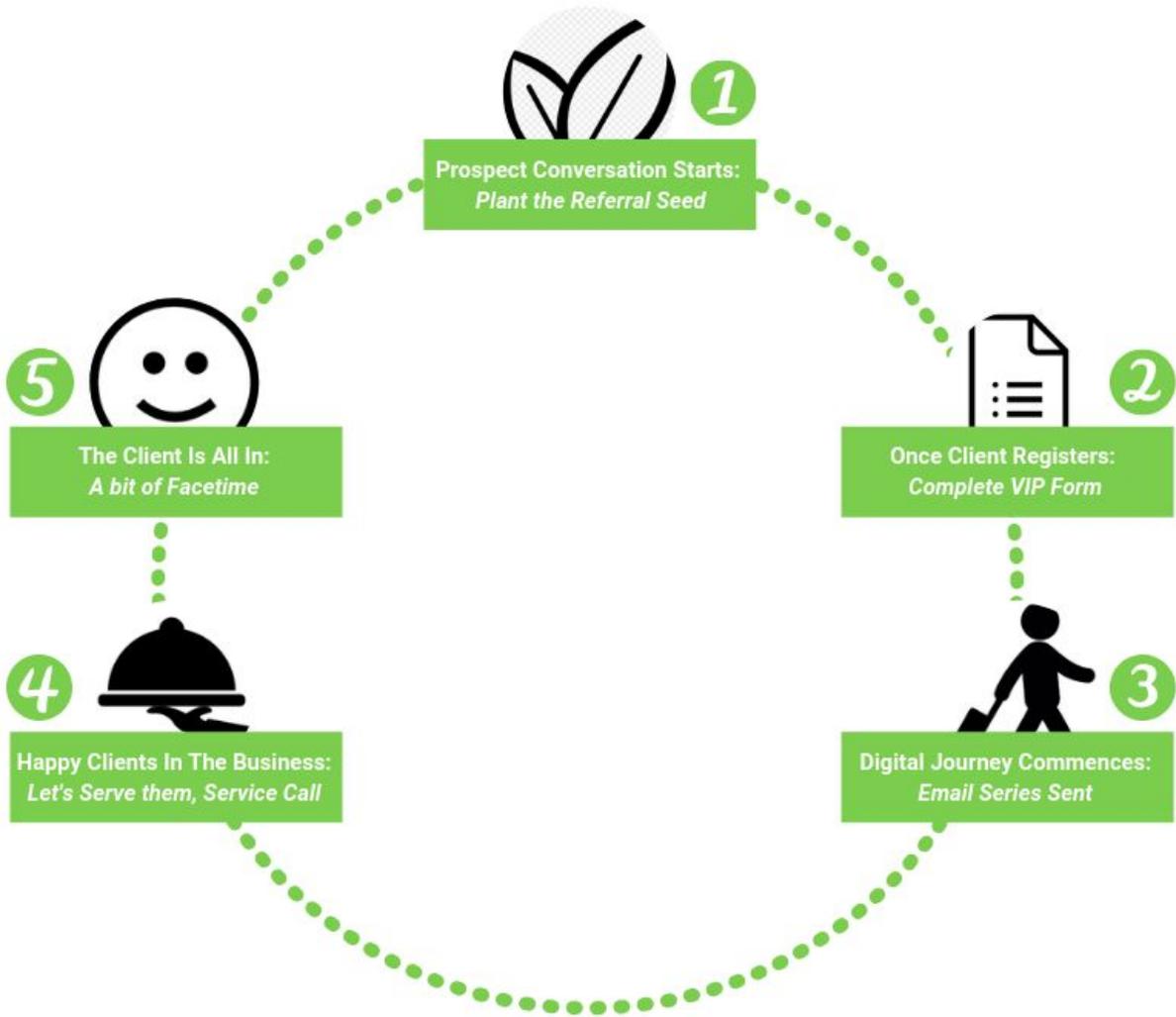
"Right well, I'll tell you what. Let me touch base with them and sort them out. I know I can add value there the same way I did with you!"

RESPONSE

"Look, you know me by now. I only have their best interest at heart! Pass on the details and I promise you, I will look after them direct."



The SAOR Referral 5 Step Process





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Finish this Training Session By Completing the Following Questions:

1. Do you lean more towards Activity or Passivity in the referral process? And why?
2. Have you prepared your service call timeline and script?
3. How many clients did you take last month from the referral lead source?
4. How do you track the acquisition process? I.e can you easily identify who has become a client from the referral process?
5. Do you delight your clients most of the time?
6. Can you think of people who said they would refer, but those referrals have not yet come in?
7. Start there, follow up with these individuals. Do it?
8. Did you do it?



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Extra Resources:

- [SAOR Shared Folder](#)
- [SAOR Service Call Script](#)