

Referral marketing is a method of promoting products or services to new customers through referrals,

usually word of mouth.

*Such referrals often happen spontaneously **but businesses can influence this through appropriate strategies.***

Here, we want to discuss two such appropriate strategies.

- 1) “Old School” - the basis of getting referrals manually
- 2) “New School” - and enhanced 21th Century way of increasing referral on an “autopilot” basis

First “old school” - the basis of getting referrals.

There are three things you must do to get referrals.

- 1) Ask... you wouldn't believe how many sales people never ask their satisfied customers and clients for referrals.
- 2) Give the customer/client a reason why they would want to give you a referral. Here there are two parts.
 - a) Fear of Loss... ex: in my insurance business it might be their friend or family member, dying without enough insurance to take care of final expense cost or dying without enough insurance to pay off the mortgage etc. In the real estate business, it might be the fear of never buying a house, getting financing or being taken advantage by someone they don't know. Hopefully they trust you. If you run a dance studio or martial art studio, it might be that other kids of parents you know might not grow up learning discipline, dedication, setting goals and the benefit of hard work. These kids are more likely to grow up and wind up in trouble later in life. We can't let that happen.

Quote:

*“More times than Not, it's not what you think you want that dictates what you do,
it's what you don't want” (fear of loss)*

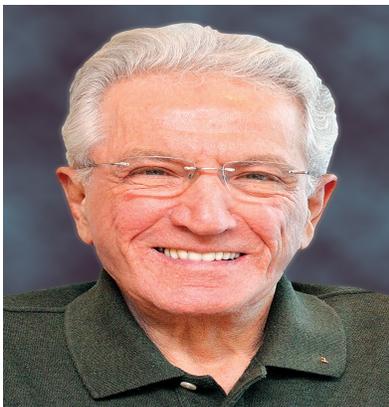
This is a personal quote of mine... and it is true, isn't it. So use it, for it is there to be used.

b) Be specific when asking for referrals. It is not sufficient to ask “*who do you know*” cause they are likely not to know anyone. But if you ask, who do you know that just bought a house, got married, have kids age 6-10, are about your age, who you go to church with, who lives across the street... be specific and appropriate to the type of industry you are in.

3) Make your customer feel at ease in giving you referrals. One of the most common reasons folks don't want to give insurance agents referrals is because they don't want their family and friends to feel like they have “*seeked*” a ruthless insurance agent on them. This is the way I always ask for referrals. Who do you know, like yourself, that's about your age who you go to church with. Pause. Let them “*mull*” it over a bit... then say... ***“let me tell you what I will do with any name you give me... I'll call them up, introduce myself, tell them you are a client of mine and that they mentioned your name to me as being someone I ought to meet. They didn't say you were in the market for any kind of insurance or investment... they, after all had no way of knowing that. Just that you were the type of person who might be able to benefit from our product or services.”*** I either get an appointment or not... I'll never embarrass you”. Always... this is what I say.

21st Century Referral Strategy on Auto Pilot -

Meet Joe Girard -



Joe Girard

Joseph Samuel Gerard, better known as Joe Girard, is an American salesman. Having sold 13,001 cars at a Chevrolet dealership between 1963 and 1978, Girard has been recognized by the Guinness Book of World Records as the world's greatest salesman. [Wikipedia](#)

Born: November 1, 1928 (age 87), Detroit, MI

Joe's Accomplishments

- ✓ • Listed in the [Guinness Book of World Records](#) as "World's Greatest Salesman"^[1]
- ✓ • Averaged six new retail automobile sales a day (no used automobiles)
- ✓ • Most new retail sales in one day (18 automobiles)
- ✓ • Most new retail sales in one month (174 automobiles)
- ✓ • Most new retail sales in one year (1425 automobiles)
- ✓ • Most new retail sales in 15 year career (13,001 automobiles)
- ✓ • All retail, no fleet or wholesale, never in management^[3]

*Averaged
72
New Sales
Per Month*

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Pretty Impressive, no? Could we learn something from Joe. Let's see exactly what he did.

Referral Marketing System

Joe Girard's 13 Essential Rules of Selling

- Creating the Winning Edge in How You Look and the Impression You Make
- **Effective Techniques for Staying In Touch With Customers after the Sale**
- Getting Organized For Success and Knowing How to Work Efficiently
- How to Listen With All Your Senses While Never Forgetting the Importance of a Smile
- Taking Customer Relationships to the Next Level by Locking Up Every Opportunity
- Taking Time Out to Re-energize By Rewarding Yourself
- The Disciplines of Making Healthy Choices and Maintaining a Positive Attitude
- The Importance of a Promise — Standing In Front Of Everything You Do For Others
- The Significance of Telling the Truth and How to Resist the Temptations of Lying

Effective Techniques for Staying In Touch With Customers after the Sale

Joe's Secret

He built and maintained relationships. Joe used to send 13 cards to all his prospects and clients every year. One every month and one for Christmas. He created a place for himself in the brains of his prospects and clients by keeping in touch with them.

On Average,
over 4,000 Cards Per Month

All
By Hand

There you have it... almost.

You can see that staying in touch with your satisfied customers and clients will do two things. 1) say that you didn't forget about them after the sale 2) build the Know, Like and Trust bond between you and them. The next time they are ready for services that you provide, they won't even think twice... they will call you, just like they called Joe. But that's not all. When they hear of one of their friends and family members who are in the market for services you provide, they will in all likelihood tell them about you. And that means new customer acquisitions for you and your business.

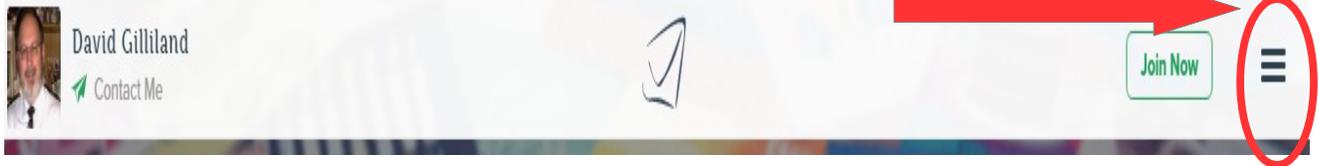
One problem... sending 4,000 cards a month would be hard to do manually like Joe did. Two things, 1) you don't have to send 4,000 cards each month, you can send a more manageable number, say 400 targeted cards, even less. Any number you send will pay big dividends on referrals and the more, the better. **2) You have access to an automated system that will send them out for you automatically on AutoPilot.**

**** SPECIAL OFFER ***** Try the system on me for free.

Go to <https://www.sendoutcards.com/davelsu/>

After the website loads.....>>>>

Click Here



then "Send Free Card"



Then follow the prompts... tutorials are available.

Here you can set up your own account and I'll pay for you to send 2 cards to try out the system.

If you are an Iphone or Android user, down load the sendoutcards app from your app store for free and enter my code. After downloading sendoutcard app from your app store for free, you can send a free card. Enter Code or Account number 183173. (my account code)

Be sure to include a picture from your own photos. Have some fun with it.. I do.

Want to contact me... great:

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