

5) BAIR NECESSITIES

Tips to Get More REFERRALS

Referrals are great for scoring new business. Try using these tips to make asking for referrals less awkward and more effective.



Use a product list

Make your customers more aware of what you offer with an everything-we-sell sheet.

Create referral cards

Essentially, it's your business card with a "referred by" space where your customer can write their name before passing it on to others.



Create a referral rewards program

Turn your loyal customers into brand advocates by creating incentives.

Have good timing

Know WHEN to ask. Wait for a time when your customer has been wowed by your excellent customer service to ask for a referral.



Make connections in your community

Build relationships with other local professionals who might refer your services.

Questions? Ask Jeff! AskJeff@Foremost.com