



**Build Your Business Through Referrals**

## **Keep Your Phone Ringing in Tough Times**

**Using Referrals to Drive Business**

**SpeakerNet News Teleseminar**

**January 7, 2009**



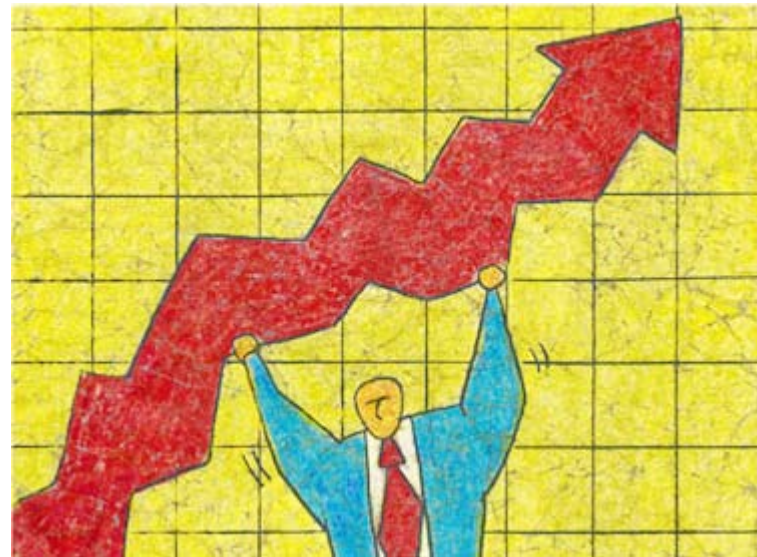
## Why We Love Referrals

1. Pre-\_\_\_\_\_
  2. Credibility and \_\_\_\_\_
  3. Sales time \_\_\_\_\_
  4. Competition \_\_\_\_\_
  5. New client \_\_\_\_\_
- AND...No \_\_\_\_\_



# What It Takes

- 1.
- 2.
- 3.
- 4.
- 5.





## Qualified Client Criteria

- Industry
- Geography
- Size Company
- Job Function
- Kind of \_\_\_\_\_
- Problem or \_\_\_\_\_



## Best Referral Sources

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



# Asking for Referrals

Notes



## Traps to Avoid

- Expect \_\_\_\_\_
- Not describing your \_\_\_\_\_
- Not telling great \_\_\_\_\_
- Not \_\_\_\_\_
- Not asking for \_\_\_\_\_



## Joanne's Points of View

- Generating Qualified Leads is \_\_\_\_\_
- There's No Such Thing \_\_\_\_\_
- Fire the \_\_\_\_\_
- You're Leaving \_\_\_\_\_
- It's a \_\_\_\_\_





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## Resources For You

- Fortune Magazine: February 12, 2008:  
**Managing your business in a downturn** Ram Charan  
[http://money.cnn.com/magazines/fortune/fortune\\_archive/2008/02/18/103372936/index.htm](http://money.cnn.com/magazines/fortune/fortune_archive/2008/02/18/103372936/index.htm)
- Susan RoAne's book: Face to Face: How to Reclaim the Personal Touch in a Digital World
- Joanne Black's book: No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust (Warner Business Books)