

*Wez does facilitate this along the way, therefore, in the breaks where he asks to complete an exercise, everyone should do it then you ask 1 or 2 people to share at the end of each. Be aware that this is a long video and so your facilitation throughout should be really tight and let people know that there will be time to discuss at length after the meeting.*

## **Key Points:**

- Ask everybody, all of the time, some will say yes
- Referrals are like a bank account, can't withdraw before we deposit and there should always be a positive balance in the relationship
- Hard and soft (Hard with what point we do it, soft in the ask [seek permission])
- Be authentic
- The Referral Process
  - Right Time
  - Right Words
  - Right Tactic
- Incentivise either both or none, but it is never ever one

## **Discussion Questions:**

*(Make it a safe place where people understand that they do not have to share if they don't feel comfortable with sharing private / sensitive information but emphasise the importance of them still answer the question and writing it down for themselves.)*

1. When is emotion at its highest in your buying cycle?
2. Write is your script to ask for a referral...
3. What are the tactics of your referral strategy?
4. What is the incentive?

## **Business Building Activity:**

Build your system for asking every customer every time. Have a goal of 50% of your customers finding you 1 more...

*N.B. Please do not hand these out, these are for you to guide / facilitate conversation. We suggest you ask the question and open it for discussion. If there is a void in conversation, or it is hard to get the conversation going, share your answer then ask the others if they have any thoughts. The questions are a guide only, allow discussions to carry on as long as it is still on topic. Ensure the activity is given as "homework" so people are getting value and making progress.*