

Asking for Referrals



Key Points:

- **Part 1**
 - Ask when emotion is at its highest in the transaction
- **Part 2**
 - Mechanism to ask for referral
 - Call
 - SMS
 - Email
 - Flyer
 - In session
 - Gift
 - Both or none

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.)

Part 1

1. When is emotion at its highest?

Part 2

1. What mechanism will you use?
2. How are you going to do it?

Business Building Activity:

Ask 10 people for a referral this month.

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.