



Mike Pagan Professional Speaker – Tips Sheet – Successful Referral Marketing

‘THE SIMPLE STEPS TO SUCCESSFUL REFERRAL MARKETING’. This really is not rocket science but is potentially the most neglected area of your business. When was the last time that you asked your clients – who already love you – for a referral?

Referral Marketing is the most cost effective and under-utilised marketing technique available to businesses. Repeatedly I work with clients who have not asked their clients for a referral, to the point of neglecting their existing client base. This is absolutely unacceptable! If you and your business are guilty of this then now is the time to change. One client of mine set up a simple referral marketing scheme within the company and uncovered an additional £150,000 in business from four existing clients AND SIX quality introductions to their close contacts.

So what exactly am I telling you to do?

Speak to your Clients!! Ask them one simple core question.

1. Who else do you know that would benefit from the success that we have achieved whilst working together? This is best for Service based businesses; a product or commodity based business needs only change a few words – who else do you know that has a need for our products?
2. And then follow up with the next question – would you be happy to call them and tell them that I will be ringing? They’ll probably do it in front of you right there and then.

Additional tip: remember to remind them before asking these questions how much they like and appreciate your product or service, it will put them in a positive frame of mind for introducing you.

All the best

Good Luck growing your business.

Mike Pagan

Mike Pagan has been in business long enough to know what fails to happen often enough. He speaks on the following subjects:

A recent Soundbit from one of Mike Pagan's talks can be found at <http://www.mikepagan.com>

The Right Sales Pipeline - Mike believes companies should concentrate FULLY upon 4 or 5 key marketing methods in order to gain new clients.

Your A1 Clients - We all want them, but do we know who they are, when they buy and why they buy?

Celebrating Success - Not many businesses do. Life's meant to be enjoyable, so is your business.

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