

How to Create a 3 Step Referral System

The BEST way to grow your business is based on referrals and word of mouth recommendations. Referrals are the backbone of small to medium business success.

Before creating your referral program, it's helpful to work out your customer lifetime value (CLV). On average - how much money will the client spend over the average relationship doing business with you?

E.g. \$50 each treatment visit, 10 visits per year = \$500, the average 2 years for a regular client = \$1000... So each new client is worth on average \$1000 to the business. Then the client is not worth \$50 to you but an average of \$1000!

HOW TO CREATE YOUR REFERRAL PROGRAM:

1: Decide:

- Decide how to position the program – e.g. as a Thank You for the new referrals, keep it positive and credible.
- Ensure to find out what is acceptable for your industry and if there are any regulations or restrictions.

2. Design

- Design it as a double sided referral program – e.g. Both the referrer and the referee are both rewarded.
- Establish a \$\$ value for both, and give options for what 'rewards' to choose from
- 3 – 4 options max.
- (rewards should be what the client may 'Like' and reasonable \$\$ value)

3: Do it:

- Make it clear, and easy to understand how it works.
- Make it easy to implement and once started – you must continue.
- Have a DLE marketing piece developed, and start to promote widely.

Fiona Clark

THE SALES GAME CHANGER PROGRAM™

Your Business Referral System

Decide	How to Position This
Design	What The Referrer Gets:
	What The New Client Gets:
Do it	Create Marketing Material

REMEMBER:

- To look after a referral and treat referrals like 'gold'.
- Follow up with referrer and update them with progress and say THANK YOU for the referral and business.

Fiona Clark

TRANSFORM YOUR SALES. TRANSFORM YOUR BUSINESS.