

## Sales etips



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How can I ask my top customers for referrals without risking the relationship?

Call them and set up a time for coffee or lunch. Thank them for their business and tell them how much you have enjoyed working with them, and be sure to ask them if there are any problems or hitches with your product or service. Ask them to share with you why they began doing business with

you, why they continue to do so, and what the relationship experience has been like. Also, ask what they like about your solutions.

Look for positive comments that put you in a positive light and your customer in a positive frame of mind. After hearing their positive feedback, thank them for their nice comments. Then ask, "How would you feel about helping me meet others who could benefit the same way you have?" Wait for a positive response, which is usually something like, "Of course I would refer you if I ever meet someone who needs what you do." Only if it is positive, then take it a step further by asking them to look more closely by reviewing other vendors who call on them, people they know at trade associations or perhaps current employees who could introduce you to previous employers. Don't forget to take a couple minutes to remind them of other demographics (industries, titles etc.) and other problems different from their needs that you can help with.

***"If you do a good job for others, you heal yourself, because a dose of joy is a spiritual cure. It transcends all barriers."*** Ed Sullivan

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