

Sales Mastery™ 'Lead the Pack'

Sales Newsletter



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The strength of the individual is the pack. The strength of the pack is the individual. Developing a network of referral relationships is critical to sales success. Leverage the relationship and influence of others to create a win-win-win for all, the referral source, the referral and yourself.

The Sales Professional's Best Friend—Referrals

The best method to develop new business is through referrals from your existing customers and network. There is no faster, stronger or better way to build a business. In fact, if you are not working referrals you are losing a lot of potential business. Seasoned professionals know how to ask for and receive high quality referrals.

- **Referrals come from people who already know the quality of your work.** Shorten the cycle of building rapport simply working with someone who knows someone you know. Common ground already exists through a friendship, acquaintance or business relationship. This eases the pressure on the initial getting-to-know steps of selling.
- **Referrals extend the network.** You widen the circle of relationships with each new referral, thereby increasing your ability to tap that network for additional business, new business, and additional referrals.
- **Referrals reduce sales expense.** Reduce not only time, but expense, by asking for referrals. Experience indicates that it costs six times more to sell a new prospect than it does to sell a referral. Think about it. Selling a 'cold' prospect takes much more time, energy and investment of resources.
- **Referrals strengthen the relationship between the referrer and the person being referred.** When you create a delighted customer, value is delivered to the party who gave the referral because they look good in the referral's eyes. The referral source is credited and often thanked by your new customer. Many industries emphasize value by offering credits for those who refer new business.
- **Referrals help you use your best sales force.** Happy customers are your strongest sales force because word of mouth is the single most effective form of advertising. Product or service claims we make often require proof sources for credibility in the eyes of a prospect. Claims from existing customers carry instant credibility and seldom require additional information.

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UPCOMING EVENTS

Please contact us for registration information.

303.462.1277

SALES MASTERY™ CLASSES

View our calendar at:

www.LeadershipConnections.com

SALES MANAGERS' WORKSHOP 1:30 PM—5:00 PM

August 13, 2008

Managing & Setting Expectations

"They just don't do what I tell them." is a common complaint and frustration among managers. Great managers consistently communicate clear expectations and provide feedback on those expectations. Do you really have clear definitions and expectations for high performance? If not, your team may be working on the wrong goals and activities.

Classes held at Leadership Connections Training Ctr,
2420 W. 26th Ave., Suite 445D Denver, CO

303.462.1277

Info@leadershipconnections.com

Read Garry's
article **Managing Sellers in
the Denver Business
Journal**

The Sales Professional's Best Friend—Referrals (continued)

Here are some final tips for getting more referral business:

1. Look at everyone you meet as a potential source of referrals. Casual or business in nature, any of your existing relationships can generate referral business. Coach them on how to recognize problems you can fix.
2. Have a personal goal for referral business. Put your own personal incentive on referral business gained during a specified period. Reward yourself for hitting a certain number of referrals.
3. Coach people you know on how you will handle and treat their referrals. Once they realize they can trust how you will treat their contacts, the more referrals they will give you. You'll both be better off for it.
4. Lead by example. Ask your own network of customers, friends, and suppliers for qualified referral prospects. Follow-up on them yourself or hand them off to team members who can see how quick and easy it is to pursue and close referral business. Don't shy away from asking current clients for referrals, especially to other vendors who call on them.



Referrals...get what you want by helping others get what they want.



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Saving Time

You can save time by going to lunch at an off-hour. Instead of going to lunch from 12pm to 1pm, try going to lunch between 1:30pm and 2:30pm. The crowds will be smaller and quite possibly the service may be better.

Bonus: You may get more done during the regular lunch hour while everyone else is out of the office for lunch and you're at your desk working.

Source: Sorrell Associates.

