

The referral request

Your network can be a valuable sales force for you. Business colleagues, clients and others that you network with, all know people who could become valuable customers for your business. All you need to do is to ask for introductions.

Referrals should be a key part of any sales person's activity. The trouble is that many people forget to ask for referrals. And many people end up phoning "referrals" that they thought were keen to speak to them – but actually have no interest at all in them or their services.

This script is designed to make sure that you create the maximum chance of gaining a successful referral (or referrals) from a contact. It makes sure that your contact knows the type of person you are looking to be introduced. It also makes sure that they make introductions in a way that makes sure that you only have conversations with people who are interested.

Before you use this script it is important to know the sort of person that you want to be introduced to. The main reason why some referrals can end up being a waste of time is because the person asking for a referral is not specific enough about the type of contact they want to meet. It's no good being introduced to someone who wants short runs of leaflets if you are a long run printer. You need to decide exactly the type of person or business you want to be introduced to. Are you looking for national chains of hotels or leisure centres? Or small, local retail businesses? Some people even research specific individuals that they want to be introduced to.

Once you understand this you can get on and ask for referrals. Here's the script that I use.

Dear FNAME,

I hope all is well with you?

Option 1

I am contacting you after a successful delivery of [LAST JOB NAME]

Option 2

I am contacting you as a valued client.

Option 3

I am contacting you because of your knowledge and network in the [SPECIFIC SECTOR YOU ARE LOOKING AT] sector. I am hoping you can help me with a small favour.

Option 1

I am trying to make contact with more people in the [SPECIFIC SECTOR YOU ARE LOOKING AT] sector. Would you be able to introduce me to anyone like this in your network whom you feel would benefit from the products and services that we offer?

Optional paragraph – it can help to add some reasons here as well. You can take these from your products or services letter.

Option 2

I am trying to make contact with [NAME OF PERSON]. I believe that they/their company could benefit from [STATE REASON: THIS WILL USUALLY BE A PRODUCT OR SERVICE]. Would you be able to make an introduction for me?

Both Options

I would only want you to make this introduction if you feel that this might be worthwhile for your network. If you feel that this is the case, I would be very grateful if you could approach your connection by phone and make sure that they would be happy to have a conversation with me. If they are happy to talk, would you send a brief e-mail of introduction to us both?

FNAME, thank you so much for your help with this. It goes without saying that if you feel that I can help you with any introductions then I would be delighted to talk about this with you.

*Kind regards
MYNAME*

Notes:

I have included a few options according to why you are asking your contact for a referral. The optional paragraph really helps: it means that your contact has more information to help persuade their network why they should speak to you.

The process in the last but one paragraph (both options) is really important. It ensures that your contact qualifies any referrals for you so that no-one's time is wasted. In addition, the e-mail of introduction is really useful to refer to if a new prospect has forgotten who you are when you get in touch with them!

This paragraph also allows your contact to say no. This is also really important: you do not want to put someone in a position where they feel uncomfortable about doing something. The last thing you want to do is to damage a good existing relationship.

Finally, always be prepared to pay back with referrals from your end. If you are not prepared to do this for any reason, then you should not be asking for referrals.

What channels to use:

I always try and pick up the phone when I am asking for referrals. After all, I am asking for a personal favour so it is more respectful to do this by voice or even face to face, plus you can convey the right tone for your request. However, some people are hard to get hold of on the phone so e-mail can be used if necessary. I would never use social media for this, nor would I use any of the automated referral request tools that some social media platforms provide.

After you send this message:

Your contact may want a bit of time to consider whom might be the right person to introduce you to. So be prepared to give them a little time. Do schedule a gentle reminder if they do not come back to you. I am never pushy at this stage. I would usually send an e-mail along the lines of:

Dear FNAME,

I recently asked if you could introduce me to anyone in the [SPECIFIC SECTOR YOU ARE LOOKING AT] sector. Have you had a chance to think of anyone yet?

I fully understand if you cannot think of anyone appropriate.

*Kind regards
MYNAME*

I only ever send one reminder along these lines. It is important to give your contacts a get out clause at this point: we have already explained the importance of not making them feel uncomfortable.

Done For You Sales Scripts:

What to say on the phone and what to write in e-mails, letters and on social media

“I’ve no idea how to handle a conversation like this!”

“I’d love to send a sales letter to prospects but I just don’t know what to say”

There’s a simple secret to successful sales call and letters

Many people think that creating the right wording is horribly complicated. But it doesn’t have to be this way. The best sales calls and letters are based on simple formulas that can be adapted time and time again to different situations.

If you found this script useful you will find plenty more in “Done For You Sales Scripts”. It covers exactly what to say to prospects and customers in a whole range of situations. It includes phone calls, e-mails, sales letters and social media.

The premium version also contains MP3s where I talk through how I approach these scripts in conversations as well as a book of bonus sales strategies

It is available from

<https://profitableprintrelationships.com/online-training-resources/done-for-you-sales-scripts/>

The book has a 30-day money back guarantee

There’s a special 20% reduction in price for Where The Trade Buys Rockstars. This applies to all premium and platinum versions purchased before Friday 12th June. Simply enter the code WTT20 at checkout.