

V2 – Top tips for building referrals

- **Be referable** – create a reputation for bringing value, professionalism and reliability
- **Educate your introducer** – on your value, your ICP, and breadth of capability
- **Timing** – when asking for client referral raise the issue when they feel well disposed to you – for example after achieving an excellent renewal or claims result
- **Express appreciation** and keep your introducer ‘in the loop’
- **Utter professionalism** – provide best advice to prospect at all times, and leave the introducer’s relationship stronger than you found it
- **Create momentum** – share good news stories with your introducers. This will give them confidence to refer you
- **Provide options** – if a client cannot refer you, ask for a testimonial or reference **Provide valuable content for your introducer to pass on** – blogs, articles, research, seminar/webinar invitation, hospitality
- **Pro-actively identify prospects** – check second degree connections on LinkedIn and ask your mutual connection to introduce you
- **Give referrals – build reciprocity**
- **Take Action!**

*‘Knowing is not enough;
you must take action!’*
Tony Robbins