

Mass Systems and Productions

Motivation Action Self Success

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How To Get The Referral Machine Ready to Drive Traffic

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How One Client Was Responsible for Growing My Business

Referrals were responsible for the growth of my fitness studio. It all started with one client, a radiologist physician. I delivered results and he was satisfied.

Within two years his girlfriend, business partners and their wives and friends of friends where the bulk and foundation of my business.

This was awesome because they were high earners with disposable income. This provided steady revenue for the business. As any owner of a business will tell you, consistent cash flow is needed to survive.

How did this reaction of chain revenue happen? It's really simple, results and customer satisfaction were delivered at high levels. Delivering results and treating people like gold! I am a firm believer that talent and skill are not enough in business, but how you treat and serve people are.

It's not complicated. I am also a firm believer that you can have a sub-par business, service etc. and if you treat people like they are the most important thing on earth, even with a below-par skill and business, people will stick by your side as long as they can.

We humans are loyal to what makes us feel special and even if it may not benefit us greatly. Customers will feel guilty with the simple thought of discontinuing your service or going elsewhere for a similar service or product.

92% of consumers trust referrals from people they know – Nielsen

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Getting the Referral Machine Ready To Drive In Traffic

The easiest way to get new clients is through referrals! **Numerous studies say that 90% of all business is a result of referrals, one referral is worth 15 phone calls.** This is true for those who offer a service. One out of nine companies have a system for gathering referrals

Referral customers are the most profitable, they cost the least, they are your biggest fans and they are your most important ally in helping you grow your business.

Your referral customers

- Are most loyal customer
- Bring you more business
- Are long-term customer that will keep steady traffic coming

Your current clients are your best allies and greatest sales force

They will give the best source of referrals. Normally the people they refer are just like them which mean selling through referrals is the most powerful way to build your business. Your buyers would much rather meet you through someone they know that's familiar with your service. The endorsement and testimony of others make them feel more comfortable coming to you to give you their business.

But the obvious difficulty of getting referrals is simply asking. The fear of rejection, or thinking that you are begging seems to make most professional people uncomfortable. It makes them feel like a pushy salesman. There are various ways to get referrals. Systematic plans that make asking for referrals a breeze.

Incorporating at least one organized referral system can generate a 5%, 10%, 20%, or more increase in your customer, sales and profits for your business. This is the most inexpensive marketing tool any business can implement easily.

77% of consumers are more likely to buy a new product when learning about it from friends or family. – Nielsen

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Getting the Referral Machine Ready To Drive In Traffic

Ask yourself these questions.

- How do your clients really feel about you? Be brutally honest.
- Do they trust you?
- Do they like your service?
- Do they perceive your service or product to be cheap?
- Do they enjoy your place of business?
- What have you done to deserve a referral?
- What did you do that is memorable for them?
- What do they risk by offering you a referral?
- Have they had any run-ins with you or your staff?
- What's your reputation in and outside of your business?

This all means, have you established rapport and great client relations? Have you delivered customer service and most importantly customer care? Have you delivered results to your customer? Be honest with yourself because I find many people are thinned skinned. They will tell themselves anything to avoid the pain of the truth. Maybe they have not delivered on those things because it will make them feel like failures. The good news is customer relations, service and care are easily correctable. With that said, if you feel you have not been delivering at levels you should have then you will not have the confidence to ask for a referral. You don't think you deserve it.

If a customer feels you have not delivered, they may not want to refer anyone to you anyway. The customers usually know best.

That situation is not impossible either. If you start turning that ship around and customers notice, they will forgive you ten-fold. You might get a better response because they see an effort. They will also give you higher praise for making changes because now it seems you really care.

People are 4 times more likely to buy when referred by a friend – Nielsen

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How to Set Yourself Up for Referral Success

If you have been giving great service, then focus on trying to find ways to improve it anyways. Clients notice these things and that keeps them feeling fresh about your business. Clients notice effort put out no matter how great customer care and service is

If you really want word of mouth marketing to work for you, assure that you are delivering results, harnessing customer relationships, professionalism and your physical plant are up to standards. Start asking tough questions about yourself and get feedback from your customers. Do a customer survey as soon as possible and analyze where you are in your relationships with your clients. Clients tend to not want to refer anyone if they fear that you may jeopardize their relationship with that person they referred to you. It's only human nature.

How to ask

Always smile when you ask for a referral and have a friendly tone to it. Be specific and ask clearly. For instance, "You seem pleased with the results!" Do you know someone else who would benefit from this service? Don't beat around the bush get to the point and don't stutter.

Ask sincerely

I never had to fake being sincere. I figure it's a gift from the higher power. If you truly believe that your service or product will do what you say it will, then being sincere should be relatively easy.

Ask with confidence and a smile

If you really believe in your service or business, then you should have the confidence and enthusiasm to ask for referrals. Don't seem uncertain or hesitant. Be excited about your clients presence and progress or the fact they are about to engage in a service that will benefit them. Ask with confidence!

84% of consumers say they either completely or somewhat trust recommendations from family, colleagues, and friends about products – making these recommendations the information source ranked highest for trustworthiness. – Nielsen

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The Business Plan

The Groupon Referral Campaign

The goal of this referral system is to put you in position to use your expertise and skill to drive people to your business. Let your reputation and service sell you.

The referral VIP invitation card

- Write in your offering
- Your telephone number
- Your email address
- Expiration date

There is a PDF file to download of invitation cards for you to use.

Referral Target (s): Groupon customers

Objectives

- Get the most out of each Groupon customer
- Reduce marketing expenses
- Recover some of the profits you lost
- Not dependent on discount services to drive traffic
- Use the Groupon customer to get more customers
- To not have to discount services to get traffic in the future

Goals

- ⇒ In 6 months, FREE your business of using discounts to get customers in
- ⇒ 10 referrals monthly from this campaign
- ⇒ Reduce marketing cost 5%
- ⇒ Increase our customer base by 7 extra clients monthly

Strategy

Give the invitation card to every Groupon customer to hand out to people

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The Groupon Referral System

Objectives

- Get more prospects (Referrals) out of Groupon participant
- Recover some of the loss of profits because of the unfair Groupon discounts
- Retain the Groupon participant as long as possible

Goals

⇒ 1 referral per Groupon participant

Strategy

⇒ Retain the Groupon participant as long as possible to recover fees and get more referrals

Tactic (s)

⇒ Pass out as many VIP cards as possible!

What referral system will you use:

⇒ **System (1)** Groupon Recovery Referral System

Method of asking for referral

⇒ Compliment & give the VIP card

Tool (s) used:

⇒ VIP invitation card

⇒ Referral poster themed with give-away

The Ask for Referral Script?

"Thank you for being such a great client. Here is a gift for you and please give the VIP cards to people you care about." **(Don't ask! GIVE the card way without hesitation!)**

What incentive program will you use:

⇒ Perkwise Coupon Site

Which referral base will you target

⇒ **Base (1)** Groupon customer

⇒ Base (2) Past clients

⇒ Base (3) Networkers

Specific referral partner (s)

⇒ **Partner (1)** Strategic Partners

⇒ **Partner (2)** Fitness professionals

⇒ **Partner (3)** Wellness providers

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Instructions For Launching The Referral Campaign

The Campaign of the month flyer (Print and place in numerous areas!)

- (1) Download the Referral Campaign to your computer
- (2) Print the flyer
- (3) Place flyer in the stand and on desk, bathrooms, halls, fitness class areas, break rooms, doors, etc or (print numerous flyers for clients to grab from the desk)
- (4) Print VIP cards on perforated stock or your local printer (Kinkos)
- (5) Place on business card holders

(6) Important: Use urgency! Always place a contact name, telephone and expiration date on cards.

The VIP Cards

Download and the print the VIP cards

- (1) VIP cards are printed on perforated business card stock 14-16-point cardstock. (You can purchase this stock at staples or office depot)
- (2) You can print at Kinkos or a printer on 14-16-point card stock and have them print and have them cut.
- (3) Take fast action, so purchase these tools and stock up ahead of time.

No physical place to present flyer or cards

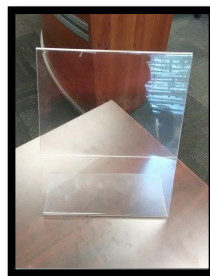
Download the Referral Campaign

- (1) Download and print the flyer
- (2) Email or hand fliers to clients
- (3) Carry VIP cards with you to give to clients

Campaign Referral Tools Needed

- Go purchase flyer stand
- Go purchase business card holder
- Perforated business card stock preferred white (14-16 point)

Flyer Stand



Tear The Card Way



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Create a Referral Marketing Machine and Generate More Profits

At the end of the day word of mouth, (Referral) marketing starts with customer service and care. If you have not been asking your clients for referrals, they may not know that your business depends on them and people they refer to you. You should start conditioning your clients for the "ASK". It may be uncomfortable at first, but you and your staff should make it a policy to ask. Asking can come in a variety of ways verbally, flyers promoting referral campaigns, customer appreciation days, newsletters, emailing the ask or giving people numerous business cards to give to people they care about.

You will need an ask script that is smooth and comfortable for each person and unthreatening to the prospect or client. Take time every two weeks and practice together, this all boils down to making training a priority.

Don't wait another day! Start saving time, energy and money!

Stop constantly resorting to discounts to get people in your doors. Start earning what you deserve. Reduce the need to lower the value of your expertise and service, by discounting and giving away your business to "PROFIT" predators like Groupon. Produce a recession-proof business built on reputation and quality service. Create a referral marketing machine and focus on building your business with the most valuable asset you have Human Capital.

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Facts and Stats

The Word of Mouth Marketing Association reports that every day in the United States, there are approximately 2.4 billion brand-related conversations. People frequently talk about the products and services they enjoy, and the companies who offer them.

92% of consumers trust referrals from people they know – [Nielsen](#)

People are 4 times more likely to buy when referred by a friend – [Nielsen](#)

77% of consumers are more likely to buy a new product when learning about it from friends or family. – [Nielsen](#)

81% of U.S. online consumers' purchase decisions are influenced by their friends' social media posts versus 78% who are influenced by the posts of the brands they follow on social media. – [Market Force](#)

43% of consumers are more likely to buy a new product when learning about it from friends on social media. – [Nielsen](#)

85% of fans of brands on Facebook recommend brands to others. – [Syncapse](#)

84% of consumers say they either completely or somewhat trust recommendations from family, colleagues, and friends about products – making these recommendations the information source ranked highest for trustworthiness. – [Nielsen](#)

74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. – [Ogilvy/Google/TNS](#)

1 offline word of mouth impression drives sales at least 5x more than 1 paid, and much more (as much as 100 times more) for higher-consideration categories. – [WOMMA](#)

Word of mouth is the primary factor behind 20% to 50% of all purchasing decisions. – [McKinsey](#)

49% of U.S. consumers say friends and family are their top sources of brand awareness.

71% of consumers are more likely to make a purchase based on social media referrals.

On social media, 58% of consumers share their positive experiences with a company, and ask family, colleagues, and friends for their opinions about brands. [[SDL](#)]

Consumers rely on word-of-mouth 2x to 10x more than paid media. – [Boston Consulting Group](#)

55% of consumers share their purchases socially on Facebook, Twitter, Pinterest and other social sites.

59% of Pinterest users have purchased an item they saw on the site, 33% of Facebook users have purchased an item they saw on their news feed or a friend's wall.

Word-of-mouth has been shown to improve marketing effectiveness by up to 54%. – [MarketShare](#)

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Pricing

You will have access to a different referral campaign monthly. The campaigns are themed with national observances,

Go to www.ptprofitcenter.com NOW and get a referral marketing campaign. Start streaming in more clients and growing your business today!

Referral Campaigns on Demand

(\$25.99)

Monthly Subscription

Subscribe and save \$10 every month!

(\$15.99)

Monthly Subscription

The Profit Center Referral Campaign

(Customized to your services and products)

Boost Profits by Selling More of Your Products and Services

\$52.99

Not only will this referral campaign traffic more people to you, it also promotes and sells more of your other products and services.

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About the Creator of SWARM Referral Systems

As a fitness trainer EPluribus Massey grew 80% of his business from referrals. He never let one person leave his studio without a referral incentive. He trained his staff bi-monthly with a script to present at their comfort level which helped them ask more effectively. His referral marketing campaigns and scripts were created in a way that was comfortable for his staff and not intimidating to his clients or prospects. EP would initiate a different referral system every month so that his clients would not get tired of the campaign and the ask.

- Successful at a weight loss and fitness facility by implementing effective marketing, sales and promotional campaigns.
- Created and implemented a strong customer service system that was responsible for retaining 76% of current clients for repeat business.
- Increased sales by an average of 8% monthly.
- Maintained a loyal clientele base at an average of 70 clients a month.
- Created a non-threatening referrals system that kept the pipelines full. Average 10 new referrals monthly of potential prospects to serve.

