



Building Business Through Referrals

Strategy | Process | Skills

How Your Organization Will Benefit

Benefits you can expect from the Building Business Through Referrals workshop include:

- Greater understanding among your sales professionals of the benefits of asking for referrals—increasing the likelihood that referral requests will be made
- Enhanced comfort and proficiency in asking for referrals and obtaining appointments with those referrals
- A consistent, value-added approach to gaining referrals that protects and enhances your organization's image
- Faster, more efficient sales cycles through referrals to prospects who best fit your organization's ideal customer profile
- Increased referral-to-appointments conversion rates—leading to more sales

Program Highlights

During this highly interactive workshop, participants will enhance their ability to:

- Build and develop a trusting business relationship so the customer believes the sales professional will provide a valuable experience for the person referred
- Identify triggers and signals of a potential opportunity to help improve a prospect's situation in some way
- Identify triggers during the customer interaction that indicate a referral opportunity
- Maintain the appropriate referral mindset to understand how and when to ask for referrals
- Requesting referrals in a way that maintains rapport and a comfortable, professional tone
- Capture the referral's attention to increase the likelihood of gaining their agreement to speak further

How Learning Takes Place

Building Business Through Referrals offers a comprehensive approach to improving sales professionals' performance with customers. The program ensures that participants master the skills and concepts presented by employing a variety of interactive training methods:

- A prework assignment to set the stage for a successful learning experience
- Short readings to familiarize participants with program skills and concepts
- Applications exercises to enhance participants' understanding of how to apply program skills to sales situations
- Video and audio to illustrate skill use in realistic situations
- Discussion to explore ideas and share best practices
- Group exercises to reinforce skill use
- Case studies and role plays to apply program concepts and skills to real-world situations
- Practice exercises to allow participants to evaluate their skill use in realistic interactions