

# The Best Referral is Word of Mouth

'Every client is a potential source of dozens of referrals'

YOU MAY spend most of your time, most of your money, most of your manpower, running advertisements or doing mailings or sending sales people into the field, yet, if you analyse the true origin of most of your customers, you may find that they resulted from referrals or 'word of mouth'.

If you identify that the bulk of your business results from something other than where you spend the bulk of your time. Your efforts, your money and your manpower, that simple realisation acted upon could improve your business massively overnight, just by getting you to re-direct your efforts, attentions and resources on the area of business building that's producing the greatest result for you.

Every one of your active and inactive clients should, therefore, be viewed as a potential source of dozens of referrals.

## Loyalty

The advantages are many. Referred customers tend to be by far the best and least expensive types of new customer to have. They're normally 'pre-sold' on what you're offering, and they're also likely to spend more money, buy more often and be more profitable and loyal than any other category of business you could go after.

Good referral systems also give you the ability to turn business on and off like a tap. Not only is it easy to get referrals when you approach it the right way, but referrals also tend to be self-perpetuating.

Despite this most businesses have no formal systems for generating referrals. Instead most of their time, effort, and money is spent on activities that

produce mediocre results at best by chasing cold leads, when for a fraction of that time and expense they could get many times the results if they developed and implemented one or more referral systems instead.

## How to make your referral systems work

REFERRAL systems are surprisingly easy to set up, and require little extra cost or time to implement. They also represent the most immediate source of increased customers available to your business.

RBR now has more than 100 examples of successful referral systems on file, which will tell you that there are many different ways of constructing referral systems for your business.

## Value

Whatever method you use, the key ingredient to making your referral systems work is that your customer must understand and appreciate the value and benefit they receive from your product and service. This raises some pretty serious questions, such as:

*'Does my product or service meet or exceed my customer's expectations?'*

*'Am I giving my customers the best possible value, benefit or advantage?'*


*'Do I genuinely care about my customer's best interests, needs and desires above my own?'*

*'Am I extending myself and my staff in every way to be of service to my customers?'*

If you meet all four criteria or are willing to make the necessary changes, referral systems will undoubtedly **give** you immediate and significant business growth which will result in dozens or even hundreds of new clients for virtually no extra cost.

To read more about strategies to grow your business [click here](#)

Best wishes



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