

Why We Gain Referrals

Safety

More contacts and buyers in an account protects us when our key contact leaves a company

Win Rate

When referred by a friend, people are 4x more likely to make a purchase and a 69% faster close time

Value

Referred customers have a 16% higher lifetime value and an 18% lower churn rate

How to plan your rave in 3 steps

1

The Win

What did we provide? What were we trying to solve? What was the value to them? Were there any specific details of their request?

Tip: It will pay off to check notes in your CRM to pull needs, values, and specifications.

2

The Timing

How does the customer measure success and when could they get it?

Tip: Think of your sales and product lifecycles here. Do customers use your products immediately or do results flow in later that year?

3

The Ask

Who is the ultimate referral? Can we describe their title, their job duties or the type of situation they may be in?

Tip: How you ask is key to helping our contact easily picture who we need.

How to ask for the referral

1. **Bring it up** – I'm calling to make sure you were happy with your service last month
2. **Get them raving** – Do I remember that speed was really critical right?
3. **Repeat the benefit** – I'm thrilled to hear we saved you the time you wanted and met the deadlines!
4. **Ask for the referral** – Who else on your team works with similar time deadlines? Maybe heads of customer care, inbound demand generation or sales development?

What did you earn?

1. Full contact info + permission to use their name
2. An E-introduction copying you both
3. A personal call & rave after the email
4. A live joint call & introduction