

# REFERRAL MARKETING TIP SHEET

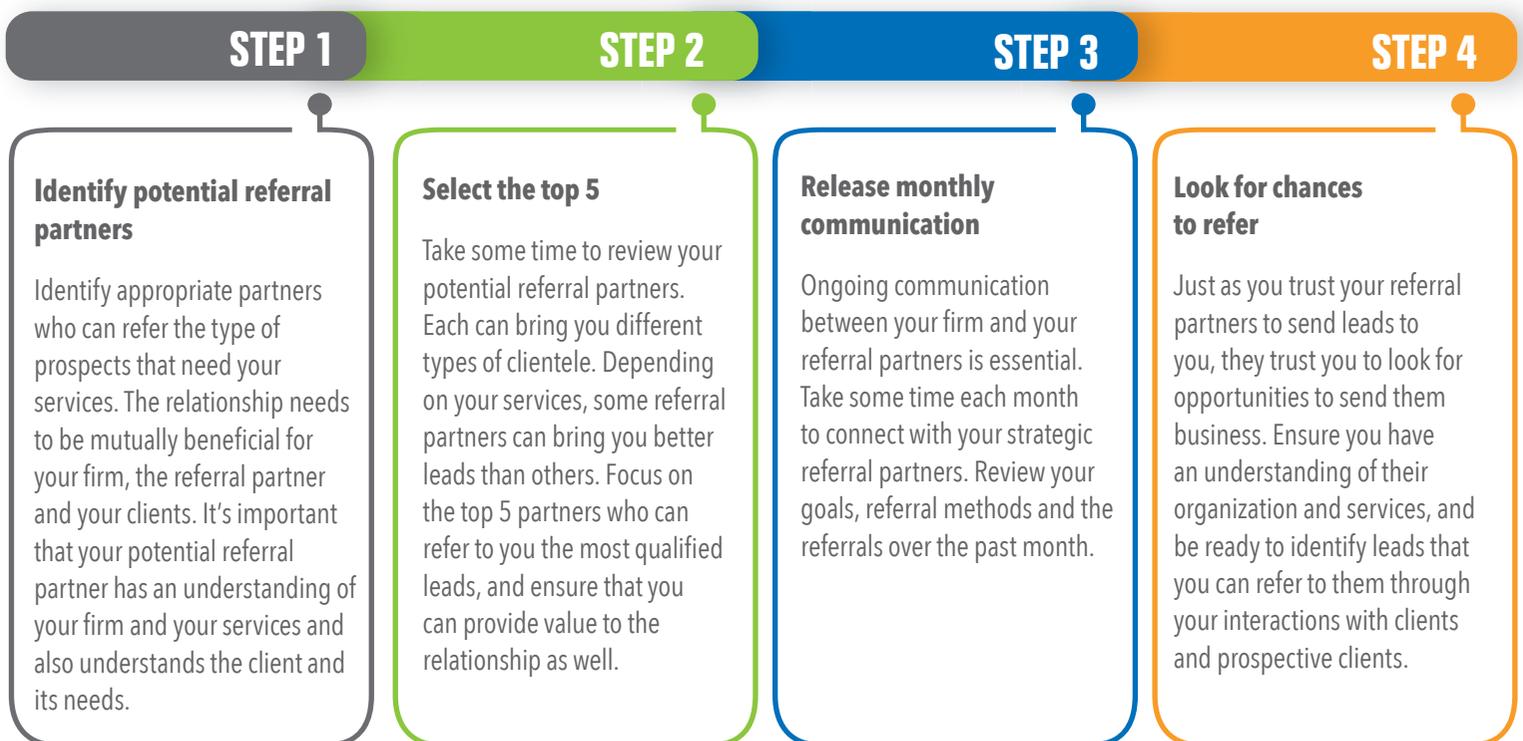
## How to Take a More Proactive Referral Marketing Approach

Think about where most of your business comes from today. For many firms, the answer is referrals. Referrals have traditionally brought in the best qualified leads, and usually it happens through little to no effort on the part of the firm. Your clients and prospective clients, especially within the same industry, talk to each other and share information about professional services.

A referral comes from trust. Before creating a successful partnership, you need to find the appropriate counterparts in an organization and establish a relationship. Your referral partners can be clients as well as strategic referral partners, which are often people that are interacting with the same client base as you.

Have you done anything to increase the number of referrals you are getting? How do you create a referral marketing plan to double – even triple – the number of referrals you are currently getting?

Here are four steps to create a successful referral marketing program with strategic partners:



Through these four steps, you can develop an effective referral marketing strategy. The key to success is to communicate with your referral partners every month. If you don't dedicate time each month to these efforts, it will be challenging. In addition, you should collaborate with referral partners to establish a referral program that makes sense for both parties. Your program could include a referral discount or additional services available exclusively through the partnership.

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