

**Action Sheet:**

# The Power Referral System

Use this action sheet to map out a referral plan for your practice.

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## The Greatest Marketing Strategy EVER

"The single most powerful force in marketing is word of mouth" is one that just about every marketing expert I know agrees with. I do too.

### Word of Mouth Vs. Advertising

Word of Mouth - the right kind of Word of Mouth can bypass any need to 'sell' and go straight to signing the new client up.

<p><b>What?</b></p>	<p><i>Word of mouth is when people recommend your services to others.</i></p> <ol style="list-style-type: none"> <li>1. <b>Passive:</b> 'You should call Richard'</li> <li>2. <b>Reactive:</b> 'In coming call 'Joe said to call you Richard'</li> <li>3. <b>Inspired:</b> When someone is such a raving fan they cannot help but talk about you to others</li> <li>4. <b>Incentivised:</b> When you offer a reward for referrals</li> </ol> <p>Unfortunately most referrals are WOM is unreliable, unpredictable and dependant on others.</p>
<p><b>When?</b></p>	<p>Research says that the best predictor of a companies growth is the willingness of clients to refer. You should always be collecting referrals but often most effective at the point the client has received a great result.</p>
<p><b>Why important?</b></p>	<p>Consider your happy clients like an unpaid sales force. Referred prospects come to you requiring less education, effort, persuasion because those things have usually been done by the raving fan (your happy client). The sales cycle is faster, price less important and the message more believable because it is assumed the raving fan has no agenda (unlike your pitch).</p>

	SOURCE	\$	B FACTOR	SPEED
REFERRALS WOM	80%	20%	80%	80%
MARKETING	20%	80%	20%	20%

## How could you implement each strategy?

Map out the actions required to implement the following strategies. NB Be specific

ACTIONS REQUIRED	When	Owner
1. Ask		
2. Referral tool box		
3. Referral price strategy		
4. <b>OMGTSIEICBIDTOTS</b>		
5. Survey		
6. Staff incentive		
7. Remarkable client experience		