

BUILDING *A BUSINESS ON REFERRALS*

But you might be wondering, *how do I even ask for the referral?*

Great question and right here and now, I'd like to give you the exact script you can use to make this easy.

Let's use the Fabulous Casey, host of *The Sales Strategy Seminar* and creator of [The Quiet Collective](#), as my current client for this script example.

If you've listened to the session where Casey and I have a chat, this information will start to sound familiar.

Now, just a quick note that **this script works for any kind of client** from tutoring to social media manager to copywriter to healthcare professional to coach to author...I could go on but you get the picture.

Please just try this script.

Read the "ME" part as *you*, substitute "CASEY" for one of *your clients/customers* and simply get the flow, languaging and build your comfort level.

Stand in front of a mirror and speak the words out loud. Do this several times until they roll easily off your tongue.

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Jot down some notes to make it work for your niche.

And know that the first few times you use this script, you might feel awkward, hence practice with your *mirror*, your *dog*, your *partner* or a *friend* over a glass of wine (or tea)!

Suddenly, saying these words will feel more natural, *like an actual conversation*.

Refer back to my interview with Casey as we did a quick example of this ASK right during my session with her.

Make it fun. Make it easy. It will start to flow.

And when you're ready to put it to use with a current client - READ FROM THE SCRIPT or refer to it as needed, if you're in person. It's okay! I give you permission to be *perfectly imperfect*.

And last, SMILE. It's a fact that 99% of all communication is NON-VERBAL. So your smile comes through when you speak, even if the other person cannot SEE you!

Test it. Read it once with a smile and once without. Then do it with a friend over the phone. Ask them to tell you when you were or weren't smiling. This is HUGE!

So, dive in and remember, have fun...

Jill Stevens

The Script...

ASKING A CURRENT CLIENT FOR A REFERRAL

ME: So, Casey, would you say you've enjoyed our time working together so far?

[Pause]

(Wait for her agreement. If you don't have an agreement, great. That's another topic that you can dive into, not have hurt feelings and hide out in a corner later, but to dive into making a shift, change or adjustment to better serve your client's needs.)

CASEY: Yes, I have.

ME: Fabulous. Can you share with me the biggest takeaway you've had in our time together so far?

[Pause]

CASEY: Love to. I enjoyed [her example of 3 things learned would go here]. **And especially how you made** [her example of one thing] **so easy to follow and implement.**

ME: Great. [Slight pause] **What's one other thing you'd like to focus on - moving forward?**

(Ah, feedback gold!)

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CASEY: Well, I could really use help with [her example - getting more clients].

ME: Brilliant. Couldn't we all!?! [Pause for just a moment.] **What exactly is stopping you from** [enrolling more clients] **in your** [ABC service], **do you think?**

[Pause. This might take a moment.]

CASEY: Good Question. I'm really not sure. Maybe I'm afraid to get out there.

ME: Okay, we're totally going to address that in our time together. How important is it for you to obtain new clients say on a scale of 1-10?

CASEY: Oh boy, like 15!

[Allow the laughter. People are more open when they laugh.]

ME: So very important to you. Great. That's where we will head next as we keep working together. But let's go back for a moment. How impactful has it been working on [her example of 3 things learned would go here] **with me over the last few months?**

CASEY: It's been huge. It's changed everything. I have more confidence. I feel better about [insert three things - ie - asking for money, raising my rates, and focusing on what matters].

ME: Do you know of anyone else who could use help with the same [insert three things - ie - asking for money, raising my rates, and focusing on what matters]?

CASEY: Absolutely!

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ME: Really?

CASEY: Sure. I think it's a common issue [increasing what we charge].

ME: I agree. So, do you know of anyone personally who you think could use my services to help get them over that hurdle of not knowing how to do [insert three things - ie - asking for money, raising my rates, and focusing on what matters] **easily and with confidence?**

CASEY: I can think of about 3 or 4 people who would love to figure this out... right off the top of my head.

ME: Wow, that many?

CASEY: Yes! It's a real issue for people. It was for me.

ME: I hear you. Well, here's the thing. I have a few openings currently, and I'm wondering if you'd be willing to introduce me to those 3 or 4 people who you feel could use my services to improve [insert three things - ie - asking for money, raising my rates, and focusing on what matters] **in their business and life.**

CASEY: Sure. I'd love to introduce you.

ME: Wonderful, thank you. That's very generous of you. Maybe you could email us an introduction. I can shoot you over an example later today to make it super easy for you to spread the word about how I can help others - just like you.

CASEY: Oh, yes. I'd love that. I can share it with a few more even. The simpler the better.

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ME: Great. Check your inbox later for that template to use and thank you. I can't wait to help those you know rock just like you are!

CASEY: Thank you.

ME: No, thank you, [Casey/sub in name of your client]. You've been doing the work and getting massive results. That's on you.

[Pause. Give time to absorb the compliment.]

ME: Now, let's dive into helping you get more clients starting today.

CASEY: Really?

ME: Absolutely.

CASEY: Excellent.

[Now serve them in however manner you can or get back to the lesson at hand or find a way to honor them by helping fill the need they revealed.]

ME: This conversation we just had... where I asked you, a current client to refer me to 3 or 4 of your friends who could maybe use my services...I want you to do the same thing with your current clients.

CASEY: Oh!

ME: Yep, and that template email I'll send over... you'll use THAT to send to them, just as I'm going to send it to you later today.

CASEY: Wow. That's perfect!

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ME: Then come back to our next [call/session] and I want you to share your results. Got it?

CASEY: Yes!

ME: Good. This works great, but only if you actually DO it.

Space For Notes

Simple *Directions:*

So, now you have the SCRIPT TO **ASK FOR THE REFERRAL.**

Now comes a two email sequence.

Here's what the **Same Day Email Follow-Up** Script looks like.

Note: I, the coach which is YOU, would be sending this to CASEY after our conversation.

EMAIL FOLLOW UP SCRIPT

THE FORTUNE IS IN THE FOLLOW UP

SUBJECT LINE OF EMAIL: Following Up On Conversation!

Hi Casey,

Thanks for being so open today and eager to share what I do with others. I'm excited to see how I can be of service to those you know AND help you with **[INSERT WHAT YOU DISCUSSED HELPING CLIENT WITH NEXT/getting more clients]**.

I think you made some great headway today and as you're going to implement this email and our conversation as well, you will do great.

So enclosed is **a two-part email sequence** to use to start the referral process. Plus, you can LEARN it and implement it in your own business starting today!

The first email, you send to your friend. Then wait for a response.

A positive 'yes, please' response gets the second email. This email #2 is sent to your friend and CCed to me. My best email to use for new clients is **[hello@youremailaddress.com]**.

Remember, I only get added to the second email after they've told you *YES, I want to learn more about this person and get an introduction!*

Again, thank you! I can't wait to hear your continued success stories.

[Best wishes/Regards/Blessings],
[Your Name]

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EMAIL 1

TO YOUR FRIEND/CONTACT

SUBJECT LINE: [NAME OF YOUR FRIEND TO REFER], Still Looking To Do [Area of Improvement Here]?

Dear [NAME OF YOUR FRIEND TO REFER],

Remember when we were talking about [INSERT KNOWN NEED/ EX: increasing our rates]? That was so hard of a hurdle for me to get over, but guess what? I've done it.

I met this awesome coach, [YOUR NAME]. [SHE'S/HE'S] known for helping [INSERT YOUR TARGET MARKET] with [INSERT WHAT YOU ARE KNOW FOR].

And guess what? [SHE'S/HE'S] helped me immensely. I've [INSERT HOW YOUR COACH IMPACTED YOU/ EX: increased my rates ten-fold]. And today, in speaking with [her/him], I thought of you and how [her/him] maybe could help you do the same.

I'd love to connect you two.

Would that be of interest to you? Are you still looking to [INSERT KNOWN NEED/EX: raise your current rates and earn more money]?

If yes, let me know and I'll send over a quick intro!

[Sincerely/Blessings/Warmly,]

[Your Name]

Simple Directions:

When your contact gets back to you with a RESOUNDING YES, you send this next email, EMAIL #2 on the next page, to HER/HIM and CC YOUR CLIENT. In this example, Casey is the client.

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EMAIL 2

TO YOUR FRIEND/CONTACT & CC TO WHO YOU ARE REFERRING THEM TO

SUBJECT LINE: INTRO - [INSERT YOUR COACH'S NAME] Please Meet [INSERT YOUR FRIEND] [INSERT Opportunity In One Word Here - if appropriate/space allows]

Dear [Name of Your Friend to Refer],

I'd like you to meet [Your Coach's Name]. [Your Coach's Name] is a [three descriptive words that showcase the strengths of the person who has helped you].

[Your friend's name], I know you are interested in [outcome/growth/improvement in x] and I think [Your Coach's name] can help you make that happen.

Dear [Your Coach's Name],

Please meet [Your Friend's Name], a dear friend who I've known for [x years/or something personal]. [Your Friend's Name] works with [ideal client] to help them to [niche benefit]. [SHE'S/HE'S] looking to increase [her/him] [one, two or three things here that your friend wants to improve that you know your coach can help with].

[Your Coach's Name], I think you two will hit it off and really enjoy each other. And with that said, I'll let you two connect.

[Sincerely/Blessings/Warmly,]

[Sign Your Name]

PS - [Ladies], let me know how it turns out!

AND THAT'S *a* WRAP!

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Congratulations!

You just accessed three scripts that have the power to create a REFERRAL ARMY that will impact your business and growth quickly...and for years to come.

Make a habit of putting this script into action with a client each and every week. When you do, growth happens.

Referrals happen much like rolling a tire down a hill. It only takes a push to get that tire going. Same with referrals.

Want to grow faster?

Want a powerful REFERRAL ARMY of people who refer you over and over again?

Implement this **Script Sequence** with every single client **AFTER** they experience a **WIN**.

And then track your results. Remember the **Fortune is in the Follow Up!**

Need help with tracking?

I mention a system I use in my interview with Casey inside *The Sales Strategy Summit*.

While I won't dive into the details here, you can [read an article](#) all about the free service I use, [Trello](#), and discover how to implement the exact [board](#) I use to track students, coaching clients and my referrals.

Remember to enjoy the process...

The more you come from a place of JOY and GIVING, always working from a place of gratitude and not striving, the more of what you desire will flow naturally to you.

AND THAT'S A WRAP... *For Real!*