

imagine

the people
you [need] in
are the ones that
you need
in theirs

only your life



Power Marketing - It's about Relationships and a whole lot more!

Are you getting the customers you deserve?

If not, did you know that most business owners or entrepreneurs don't have a plan of getting customers and referrals?

Leaving it up to the occasional networking event or without a system in place it will become very challenging to be successful. You need a process to have Power Marketing to work for you.

Which person are you?

The top 4% set goals or follow their plans

The top 10% set goals

The bottom 60% set goal on a "Crisis Management" basis

The remainder 10% will set any goals at all.

This e-book will help you develop a plan of action. You will also learn how to ASK: Ask, Seek and Knock. There are several benefits of referral or relationship marketing, like: new clients, friends and people who are a part of your community.



What is a Referral Partner?

They are people who agree to give and receive referrals. They are friends, prospects, clients and customers. they agree to work together to refer one another.

This is a conscious relationship. You agree and recognize opportunities to serve to your referral partners. For example you are at a business meeting and someone said they are having trouble finding a interior decorator, you will instantly, know of someone that you can introduce or refer them to.

You will need to establish an agreement in how and what extent you are going to refer them. What are the qualifiers?

You want the best working relationship as possible.

1. How do you share your referral partners

2. Do you give them your referral partners card or brochure or do you just set up a meeting and make the introduction?

3. Do you feel comfortable in letting them serve your client?

4. Do they follow up, keep the communications flowing?

5. Are they easily accessible?

6. Do they have conflicting referral partners

7. Do they feel comfortable in referring?

Let's get started with the plan

Who do you want to work with? By working with this Power Marketing plan, you'll learn how easy it can be.

Ask yourself these questions:

- How many referrals do you want?
- What kind of referrals do you want?
- How many do I need to achieve my goals?
- How will everyone win by working with me?
- What do I need to feel like I am winning?
- What challenges might stop me?
- What can I do to overcome these challenges?
- What methods am I using to track my referrals?
- How am I overcoming any negative thinking?

Written by Mari-Lyn Harris of
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Step 1: Profile and Qualify

It's just like profiling your clients, you need to do the same for your referral partners. Determine the contacts that they have and if they are the types of people you want to work with.

And are you any to serve them in any way?

Your Referral Client Profile: Write up a description of the types of companies and individuals you want to work with.

List their demographics?
What is their growth stage?
The size of the company?
Their industry?
Is their income level important?
Does the department level matter?
Age matter?
Occupation?
Family?
List everything that matters to you.

Step 2: What are the services I provide that set me a part from everyone else?

This is about how your referral partners are going to refer you.

If they know, it will be easier for them to think about you, to refer you.

Ask yourself these questions:

What is the benefit of working with you?

Your ideal client is?

Your typical client is?

Your bread and butter client is?

Step 2: What are the signs your referral partners can look for before they refer people to you?

Do their needs match yours?

Is there a income need?

Is the size of the company, industry or demographic match?

Is there a challenge that they need to be aware of?

What are the clues to refer you to be the best match?

There are six groups of people you can build relationships with to get referrals.

* Employees - people you have worked with. People who give you feedback. They also maybe employees that are shareholders.

* Referral Partners - they are people who you have established a long term relationship with - it could be a mutual agreement.

* Client - current and past. They are influential

* Connectors - these are people who are connected to a large sphere of influence.

* Friends - not all friends will appreciate this kind of relationship. However there are the few that will help you

* Other Advisors - partners in your business. Board members, Accountants or lawyers, etc.



Assess the needs, wants and desires of your referral partners.

Make it a practice the also find out how you can serve your referral partners. It's not just about you and what you want.

Ask them where they want to be in 6 months, one year or three years. Get to know them as people. It's a mutual relationship.

* What are the benefits of working together? Make a list.

* Is there a time line? If so, what is it? Write out the dates when you are going to follow-up with each other.

* Stay flexible



* Maintain a good relationship. It's just as important to keep your customers happy, as to keep your referral partners happy. Look for ways to improve your relationships,

* Look and research for ways that you can help your partner.

* Share success stories, these will help each of you to work better.

* Look forward in working with each other.

* Find the possibilities and the positives.

* Do follow ups

* Create Check Lists



Why do you want this and what is the Win?

★ *The money we'll earn or number of referrals we'll receive*

★ *Increased customer satisfaction*

★ *More profitable*

★ *Ability to develop preferred clients*

★ *Improved relationships with referral partners*

★ *More time and money or other important goals*

★ *My partners can find better prospects for me their sphere of influence than I can in mine.*

★ *I learn how to work a plan with my referral partners*

★ *They can promote me better than I can*

★ *It will bring more joy and fun in helping others*

★ *More benefits*

★ *We will enjoy each*

Cold Calling VS Getting Referrals

Cold calling 70 hours / week

of calls 500

of contacts 90

of appointments 16

of presentations 12

You would have to do all this activity to produce one sale to an ideal client.

(not all activity is the same for every business).

3 hours sending & receiving

7 hours

3 hours

2 hours

2 hours

This is your Centre of Influence Chart, start by working your own category before you reach out and start engaging with other professionals in the other categories.

HEALTH

Chiropractor
Therapist/Massage
Health Coach
Nutritionist
Fitness Trainer
Health Products
Counselor

BUSINESS SERVICES

Marketing Consultant/Coach
Graphic Artist
Printer
Business Planner
Telecommunications
Information Brokers
Internet Marketers

OTHER

Florists
Auto Repair
Internet Services
Gift Basket
Many more....

PROFESSIONAL

Lawyer
Accountant
Financial Planner/Services
Sales Person
Business Coach
Public Relations

REAL ESTATE

Residential/Commercial Agents
Interior Designers
Decorators
Investment Brokers
Mortgage Brokers
Bankers/ Money people
Real Estate Lawyers

CONTRACTORS

Painters/Electronics
Architect
Landscapers/Gardeners
Construction
Engineers
Many more

Methods to Track Success!

- ★ The number of referral partners
- ★ Referrals given
- ★ Tasks checked off
- ★ Skills that have been developed
- ★ The number of referrals received
- ★ The dollar amount from referrals
- ★ The number of better relationships
- ★ The number of happy customers/clients
- ★ The amount of time saved
- ★ The amount of money I have made



There are special moments for each of us when we have been given an opportunity to have a life-changing experience. Do we say YES or NO? Your success in your business depends upon selecting clients that have the same values as you have. Your commitment in getting them will be critical to your professional and personal success.

Over the years, hundreds of people have committed to their success. Finding the right people to work with, whether they are referral partners, clients, our people from outside your inner circle. All we have to do is ASK for help. This e-book is a simple tool to help you to become more successful. I think at one time or another we struggle or get in our own way in getting sales.

If you want more referrals and better relationships there are just the four steps to make it all happen.

- ★ Commit to developing communication skills, that you ask in a clear, concise way to motivate, inspire and instruct people of what you want
- ★ Commit to planning in getting referrals
- ★ Commit in taking action to give referrals or introductions on a weekly basis
- ★ Follow along in this e-book and from the POWER MARKETING program to keep you refreshed

This is your moment ..

“Your opportunities are given to us through people. You can get there quicker by planning, targeting and visualizing what you want now!”

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