



## Referral Strategies is a four-hour workshop focused on developing your rep's "Refer-In" Strategy.

**Refer-In:** To obtain a referred lead or introduction to a new prospect from an existing client.

- Creates a 45-50% greater chance of scheduling an appointment than cold-calling alone.
- Reopens the door with the base.
- Gathers existing client ROI.

**To effectively obtain a Refer-In we use a Business Impact Discussion.**

### Why have a Business Impact Conversation?

- The Business Impact Conversation collects ROI realized by current clients which can be used to create familiar value and access messages for new prospects.
- It is a great way for a new salesperson to introduce themselves to a current client.
- It puts tenured salespeople back in touch with their base.
- This type of approach is uncommon and sets your reps apart from the other salespeople.



### The elements of the Business Impact Discussion?

- **An Introduction**
- **The "BEFORE" picture**
  - ✓ What challenges or problems clients experienced prior to signing with your company.
- **The "AFTER" picture**
  - ✓ What results and/or benefits have been realized your partnership.
  - ✓ Which products and services from your company have been most helpful.
  - ✓ Getting clients to quantify their results.
- **Transition to Asking for a Referral, Reference, Testimonial or a Referral Appointment.**

### In this class participants will:

- Craft the various components of a **Business Impact Discussion**.
- Complete live dialing exercises with real clients assigned in their pre-work.
- Use the ROI collected from existing clients to draft new access messaging.