

Asking for Referrals: Why, Who, When & How

Why Ask for Referrals?

Requesting referrals is a quick, easy way to build your business, and you'll generally have a higher closing ratio with referrals than with other types of leads.

Who Can You Ask?

Ask for referrals from clients, and from your own friends and family. You can also ask clients to invite their own friends and family members to their appointment.

When Can You Ask for a Referral?

- ▶ During an appointment
- ▶ Following an appointment
- ▶ Any time you speak with a client on the phone

How to Ask for Referrals

- ▶ Give the client business cards with your contact info to pass along to friends and family.
- ▶ Send a handwritten follow-up note after the appointment and include extra business cards.
- ▶ Call your current book of business to review their products, then ask if they know anyone else who could use your help.
- ▶ Create a referral reward program and thank clients who give referrals with a gift card or other item.
- ▶ Hand out referral cards with a "referred by" line, and handwrite your client's name in the space.
- ▶ Include a call-to-action requesting referrals in your email signature.

Need More Information?

Contact an NCC Marketing Specialist at [800-695-0280](tel:800-695-0280) to discuss referrals and other lead generation techniques, and learn more about how our [Marketing Assistance Program](#) can help you offset the cost of referral cards and other marketing materials.