

3 Easy Steps To 13X Your Referred Customers

Imagine a world where cloning your best clients is possible.

It would be amazing, and the best part is that it's happening everywhere around you...

Because every single business I talk to gets customers through word of mouth, and you probably do as well.

Let's just recognize that those clients are the best.

They have less skepticism,
don't complain about price,
are more receptive,
and are more easily sold and satisfied.

BUT, most businesses take those referrals for granted. So when I ask them what they do to get more of them, the room gets silent.

If you're looking to get more of those awesome customers, then this is for you.

How Many Referrals Will You Get?

Joe Girard is repeatedly recognized by the Guinness Book of World Records.

Not for having the longest mustache in the world or balancing 88 spoons on his body...
But instead for being the world's greatest salesman.

He was known for his "Rule of 52". Claiming that one single customer has the potential to refer you to 52 others.

Let's just cut this number in half. Is your business doing 26 referrals per customer? Probably not.

The average local business owner does anywhere between 1 to 3. So there is room for improvement.

Get More Referrals With The EAR Formula

No. We're not threatening to bite a piece out of your customer's ear when he doesn't refer his friends to your business. That's Mike Tyson's job.

Instead we will dramatically increase your referrals with the following steps:

E - Earn

You have to earn your referrals.

Because if customers only get what they expect and deserve, then you won't get any.

A satisfied customer does NOT refer abundantly. So let's make sure that your customers are AMAZED by your service.

When you succeed, they will bring you more customers than a mother-in-law will give you headaches.

Just do some creative thinking and see how you can deliver more value to your customers. Maybe it's free gifts. Maybe it's calling your client to see how they like your stuff after a few days.

A - Ask

99,9% of the time, simply asking for a referral will get you a long way.

Now, don't overcomplicate this. I don't want you to seduce your customer just to get a referral. Just do this:

Give prizes or coupons for referrals.

Host events at your business and make your customers invite their friends.

And simply... ask them to refer you.

R- Recognize & Reward

You wouldn't reward your dog when he just peed all across the new 5 thousand dollar carpet. Instead, you do it when he behaves.

Why? You recognize and reward a certain behavior to inspire more of the same.

Same goes for getting referrals. The best thing you can do is to make a big deal out of getting one.

Call your customer with thanks or send him a box of chocolates.

Either he eats them, or he feeds them to his dog who just peed all over the carpet. Okay, maybe don't do this. I don't want you suing my business for the death of your dog.

For now, try this out and be amazed at the difference it makes.

Talk soon,
Gianni

P.S. Want me to come up with **The Ultimate Referral Strategy** for your business? Get in contact with us today [by filling in this form](#).