

How to Build a Referral Network

learn to create your own leads

Creating a network of business professionals is not easy, but once built can pay huge dividends to your practice. Start building your network by asking client **“What professionals would you recommend?”**

This question will help you network with professionals that are both personal prospects as well as referral sources. Most people are more apt to give you the name and contact information of people that provide professional services even though they may be hesitant to give you the names of their friends and family.

Here's a reason to contact an old client you need to get back in touch with, a friend or even a relative (just about any source will work) - then simply ask: **“Do you currently work with a CPA, Home & Auto Insurance man, Estate Planning Attorney etc that you would recommend? On a scale of 1 to 10 can you rate them?”**

Print copies of the next page to give to your clients

Accountant Y/N Rating _____

Name: _____

Address: _____

Phone: _____

Estate Planner Y/N Rating _____

Name: _____

Address: _____

Phone: _____

Mortgage Broker Y/N Rating _____

Name: _____

Address: _____

Phone: _____

Realtor Y/N Rating _____

Name: _____

Address: _____

Phone: _____

Physician Y/N Rating _____

Name: _____

Address: _____

Phone: _____

Dentist Y/N Rating _____

Name: _____

Address: _____

Phone: _____

Chiropractor Y/N Rating _____

Name: _____

Address: _____

Phone: _____

Home and Auto Insurance Y/N Rating _____

Name: _____

Address: _____

Phone: _____

Interior Designer Y/N Rating _____

Name: _____

Address: _____

Phone: _____

(Rate on scale of 1-10. 10 being the best)

Each worksheet you complete are opportunities for you to either refer or meet new referral partners. Over time, you will forge relationships with professionals in various industries. The key is to build a strong team of strategic partners, and repeat the process over and over again.

Script for calling Professionals.

You should be making your calls to the referred professionals on a slow day, typically Friday mornings. Schedule meetings using the following script to professionals rated 9 or 10:

<Professional's name>. Hi, my name is _____. It seems we have a client and friend in common, <Client's name>. I recently asked <Client's name> who he turns to for advice in the area of <Profession> and your name came up. Now, I know your time is extremely valuable, so I will keep this brief...<Your Elevator Speech or something like what follows... I am a process-based financial consultant with a strong focus on creating tax-free retirement strategies>. I have made it part of my practice to ask my clients who they are working with within several industries, yours being one. I then ask for my client to rate this professional on a scale of 1-10. The 10's are people who get a call like this...and the pros in categories who do not receive high ratings become opportunities for professionals like you. I then ask more specific questions...like what type of mortgage do you have? When did you close this loan? What is your rate? Are you in a 30 yr or a 15? etc. This way I am able to bring my strategic partner up to speed before they make the call. Do you think it would even make sense for us to meet up and grab a cup of coffee one morning next week? Preferably before your day gets really busy?

Great...I will see you at Starbucks next Tuesday morning at 9am. Can I grab your email address so I can send you a quick note to confirm? This way you will also have my contact info.

During your meeting with the professional your goal is to find out more about the way they do business and if they currently give and receive referrals, and to whom. Share this system with them, and let them know that this is the worksheet you fill out with every client & prospect you sit with.

Script for calling back a client to make a 3rd party referral:

Hi ___? _____ calling....

While reviewing the notes I made based on our last conversation, I noticed that you rated a few of the people on your list significantly lower than others. Can I make a quick suggestion?

I would like to maybe make an introduction for you to a professional that I would rate a 10...not telling you that you have to work with this person...however, I do think that you'll understand after 10 minutes with him why most of my clients enjoy working with him/her. Sound Fair?