



Types of Referrals

Reactive Referrals

Reactive def: Tending to be responsive or to react to a stimulus.

Most referrals are reactive. We hear something, like “my boiler’s packed in again” and that’s a cue for us to launch in to our business card wallet, get business to Alan and tick up another referral on the PALMS report.

That’s great, but that’s not really going to happen too often. That’s happy chance or serendipity. Like William Herschel finding Uranus while measuring comets. Or Ricky Ponting slicing the ball in to his own wicket.

Proactive Referrals

Proactive def: Acting in advance to deal with an expected difficulty; anticipatory.

If you throw a ball at someone they have got to react to it. Either they catch it, miss it, palm it away or take the hit right on the nose.

If you say, “Catch!”, that person now knows it’s coming, knows what you want them to do with it and they’re much more likely to catch the ball.

The best sales people anticipate the need for the product or service. They know you need it before you do.

So how do we all know when someone needs a boiler before they do? Or an apprentice. Or a tree chopping down.

Well that’s your job. You need to educate us all as your unpaid multi-headed salesforce in how to get you business. You need to use you 60 seconds, your 1-to-1s and your ten minutes to tell everyone here how to be pro-active in getting you business.

What indicators and clues do we need to look for? What sort of businesses should we be mindful of? Where are the businesses that need your product or service? You know how to sell your products better than we do. You need to train us so we don’t drop the ball for you.



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