

Sales Meeting Agenda

Effectively Asking for Referrals

Purpose: Effectively asking for referrals

Preparation: Have the sales team come to the meeting prepared to share their best referral idea.

MEETING AGENDA

- I. Tell the group the purpose of the meeting.
- II. Have each person share their best referral idea
- III. Get the group to divide into small groups (2-4 per group). Ask them to work on the following questions and be prepared to have one person present to the group:
 - a. How do you develop trust with your referrals sources?
 - b. Why should our clients become a referral partner?
 - c. What are the key ways to make it easy for our referral sources to provide us with referrals?
 - d. Have each group present their answers.
 - e. Practice – Pair the team up and have them practice asking for a referral from a Client and an Influencer
 - f. Ask each person to create a 30 day referral generation plan
 - g. Clients to target
 - h. Influencers to target
 - i. Other opportunities
 - j. Ask each person the one thing they can do differently to generate more referrals
 - k. Set an agency/brokerage 30 day referral generation goal
- IV. At the end of these three sessions, ask the Producers what they learned from the sessions.

STRATEGIES, THINKING & LANGUAGE

Earning Trust

- With Client
 - Do what you say you will do
 - Under promise and over deliver
 - Stewardship – Show them the value of your work. Earn the referral
- With COI's
 - Be a connector for them
 - Walk through process and show differentiation
 - Over communicate when given an opportunity to make them feel safe

Conversations with clients to generate referrals

- Early in relationship educate them
 - Most agencies/brokerages that spend their time cold calling only close at 20%-25%. That means that 75% of that agencies time, energy and resource is invested in working on business they will never write. We would never want you as our client subsidizing that kind of behavior. We work on referrals and close at a much higher rate, which frees up our time, energy, and resource to put it back into you as our client.
 - Ask, “What would it take for me to earn the right to ask you for a referral?”

Call to Action:

Ask each Producer to communicate one thing they need to do (or more) to increase their Referrals.