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Unstoppable Referrals: 10x Referrals Half The Effort



Synopsis

Take Command of Your Referrals Marketing strategist Steve Gordon dares you to re-evaluate your approach to attracting referrals and shows you a contrarian approach to referrals that will have you kicking yourself for not reading this book sooner. Gordon doesn't offer stale advice like "ask more often" or "improve customer service" or "use this script!" He gives you a paradigm shifting approach to getting loads more referrals, while spending less time, effort and energy. You'll finally see a path to attracting a predictable stream of referrals to your business...without ever "begging" for a referral again! Discover: The three ways to increase your referrability The trick to getting 5-10 referrals in your very next client meeting Why "asking more" rarely leads to more referrals The secret reason you're not getting more referrals Why chasing "referral partners" is a waste of time

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Customer Reviews

I have read many books on referrals and most of them gave variations of the same advice: 1) Ask for them. If you are not getting them, ask more often. 2) Ask more people 3) Ask different people.

Sometimes this can get ludicrous. I remember one person saying that hairdressers can be good referral sources for neurosurgeons. Still not sure if the author was being tongue-in-cheek or serious. The vast majority of service businesses feel that they get more than half their business from referrals. The vast majority of service businesses do not have a program in place to ask for referrals. And the vast majority of businesspersons - many quite astute - do NOT ask for referrals. Why is this? Gordon does an exemplary job of outlining why smart people do not ask for referrals and why well intentioned people do not give them to the detriment of both. You don't ask for referrals because it makes you come across as 'greedy' or 'needy' and makes you a supplicant. Who needs that? Your best customers do not give referrals - especially in high-trust-needed fields like financial services - because they do not want to be seen as unleashing sales pressure on their valued contacts. If it does not work out they have injured relations with both their contact and you. Why risk this? Easier to do nothing. The real 800 pound gorilla in the room is that persons are rarely ready to 'buy now' and no one wants to get into a situation where he is either unleashing a salesperson on someone else or fending off a sales person unleashed by someone else. Gordon's solution is simple and extremely powerful. And elegant. It makes immediate sense when you understand the inner dynamics at work in any referral situation.

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