

Ep #435: Your Referrals Are More Than One Tactic or Script



Full Episode Transcript

With Your Host

Stacey Brown Randall

Stacey Brown Randall: Hey there. Do you love referrals but hate asking for them? Well, then you've come to the right place. This is the Roadmap to Referrals podcast and I'm your host, Stacey Brown Randall.

Roadmap to Referrals with Stacey Brown Randall

Ep #435: Your Referrals Are More Than One Tactic or Script

Have you ever considered that referrals are more than one tactic or one script? You should.

Referrals might be hiding in your business right now. Sometimes you just don't know where to look. Other times you're overlooking what's actually right in front of you.

Now, sometimes you may not actually have in place what you need to be able to see them or find them or uncover them.

And of course, sometimes you don't have the right tools, strategies to actually be able to generate them.

Which brings us to referral fundamental number five and what people get wrong about referrals.

So the referral fundamental series has been all about helping you understand that to generate referrals without asking, without manipulating, without having to incentivize or turn your referrals into a marketing gimmick, that you need to see referrals differently.

So I've been taking you through the different referral fundamentals you need to understand in this series.

And today we're gonna tackle referral fundamental number five. But before we do, here's a quick rundown of the first four.

Referral fundamental shift number one, it's how you define referrals.

Referral fundamental shift number two is where referrals fit in your sales strategy, your business development strategy.

Referral fundamental shift number three is understanding what the foundational philosophy is, meaning what we don't compromise.

Referral fundamental shift number four is where referrals come from, what must exist and understanding the science behind them.

Roadmap to Referrals with Stacey Brown Randall

Ep #435: Your Referrals Are More Than One Tactic or Script

And that brings us to referral fundamental shift number five, that referrals live in an ecosystem.

Some people teach that to get referrals, you have to deploy one tactic, like ask at the end of all of your prospect and client meetings or mail out postcards that have don't keep me a secret language on them.

Or they'll tell you that you need to add a line about referrals and how you're open for them to your email signature.

But referrals are so much more than one tactic, one script, one way to do it.

Now, of course, I don't believe any of those tactics I just mentioned are ways that you should even consider for a minute generating referrals. There are better ways to generate referrals.

But what you need to understand is that referrals, they have the ability to be nurtured and uncovered from your first moment with a prospect, to how you cultivate more referrals from those who are already referring you, to the day in and day out work that you're doing with your clients, and to nurturing new people who've never thought to refer you to start referring you.

Referrals, my friend, live in an ecosystem. Your job is to understand how the ecosystem is interconnected so that you can see the ecosystem feed itself.

It's like seeing how the system or the engine starts to feed itself. It's an important job. It's one, as a business owner, you need to take some time and understand.

How do the referrals live, the idea of how we cultivate them and generate them and be able to make sure that we are planting referral seed language from start to finish of a client, of a prospect, within the processes and systems and procedures within our business.

Ep #435: Your Referrals Are More Than One Tactic or Script

Now you don't have to implement every single piece of the ecosystem. There's a lot there about where, if you have the right pieces in place, where referrals could actually be living inside your business.

But what you do need to understand about implementing them is that you do need to understand the ones that actually exist naturally in your business already.

And that you just need to figure out how you need to tweak them so that you can make them about referrals and add the ones that will provide the biggest referral ROI that you are specifically looking for.

The next time you think, hey, I need some referrals, I want you to first stop, don't panic, just stop and look around your business, right?

I actually think like you could look around your office, but you know what I mean? Like your business is more than just the four walls around you.

So stop and look around your business, look inside your business and see if you can see what actually might be right in front of you or what could be right in front of you with the right type of little extra effort.

What you're already doing in your business, there may be a small way to tweak it, say it differently, do this differently, capture different information that would allow you to start percolating and to also allow you to start cultivating referrals.

It isn't about just ask all your clients at the end of every meeting.

It's about understanding how you are seeing referrals, planting the referral seed language throughout most of, not all, but a lot of your processes, your checklist, the things that you're doing in your business and the relationships that you're developing your business.

It's so much more than one tactic. And if there's one thing you have to understand is that referrals live in an ecosystem.

Ep #435: Your Referrals Are More Than One Tactic or Script

Very, very important. They live in an ecosystem. It's more than just one thing.

It's actually lots of places where referrals could be hiding and you just need to understand that so you can figure out how to uncover them and how to find them.

So remember, referral fundamental number five is remembering referrals are more than just one tactic. Referrals live in an ecosystem within your business.

And when you understand how that ecosystem works and you understand the parts and pieces of that ecosystem you have, you can start to see how the system feeds itself, right?

How that ecosystem feeds itself and moves it from one piece to the next piece and it all comes back around.

So you can check out all of the episodes that are part of this referral fundamental series, which we're covering to help people understand what they don't get right about referrals, what they don't see that they need to understand when it comes to generating referrals without asking or manipulating or incentivizing or turning your referrals into some marketing gimmick.

Now, I do encourage you to catch all the episodes in this referral fundamental series. And you can find links to those in the show notes page at StaceyBrownRandall.com/435.

Now, please remember to like this video, leave a five-star rating and review for this episode.

And if you haven't already, I would love it if you would subscribe to this show, whether that is on YouTube or in your favorite podcast listening app.

Ep #435: Your Referrals Are More Than One Tactic or Script

I also love feedback. So don't be shy, drop me a comment. Let me know what you think about the ecosystem of referrals inside your business. Bye for now.