Ep #439: References, Reviews and Referrals



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 #439: References, Reviews and Referrals

There's a point of confusion that folks sometimes find themselves in when they start having conversations with me and in particular, I find the biggest point of confusion that happens for folks is around the idea and the differences between references, reviews, and referrals.

So I wanted to have an episode that I can always point people to if they find themselves in the same place and they're starting to use those terms interchangeably and getting a little confused.

And if that's why you're actually listening or watching this episode, welcome, then this episode's doing its job.

So when I talk about don't ask for referrals, sometimes there's a little ambiguity that seeps in and the don't ask really actually gets applied to other parts of the business where it has no business being.

So I wanna break down each one of these where I see a big amount of confusion and maybe because they're all Rs, references, reviews, and referrals, right?

I wanna break down each one and give you an approach to follow when you need them that is specific to what the outcome is you're trying to actually receive.

So those are references, reviews, and referrals. They're all different, but I find sometimes people will be like, oh, I know you say don't ask for this, but they're not asking for a referral, they're asking for a review.

So let's talk about this. Let's start with the first one, references, right?

References are when you're going to ask your clients to actually talk to a prospect for you and serve as a reference, right?

So when you have clients, and this doesn't happen in every industry, right? And even when it happens in certain industries, it doesn't happen all the time.

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Not every prospect needs to talk to someone else that's worked with you before they decide to hire you.

Sometimes this has to do with what you do. And sometimes it has to do with how much it costs to work with you.

But sometimes you are gonna have prospects that are gonna ask to talk to clients that have worked with you.

And that is somebody serving as a reference, a client being asked to talk about their experience working with you and answering questions of that prospect.

So of course, to have clients raise their hand, right? And be like, I'll be a reference anytime you need it, it doesn't happen actually all that often.

What we're looking for, is that you may have to ask your clients, hey, I have a prospect that wants to talk to a couple of clients before they pull the trigger and say yes to working with me.

Would you be willing to talk to them? And that's serving as a reference. And that's great, right?

When I have folks ask me, hey, can I talk to someone who's worked with you before? I always go, I have a few clients that I always know will talk to anyone, but I still ask permission before I make the connection.

And sometimes I ask new people, you know, we have new people working with me every year. Sometimes I'll ask new people to do the same thing and to be a reference.

And that means talk to another prospect who is considering becoming a client. But that's something a client does. And you're usually going to have to ask for that. Okay, let's talk about reviews next.

Stacey Brown Randall: Hey, pardon the interruption. This month's 20-minute teaching is coming up on November 16th.

***Roadmap to Referrals* with Stacey Brown Randall**

And I'm explaining the missing visual that is powerful and it is a must have within your client experience, which also gives us a direct tie to referrals.

So join me for the 20-minute teaching on November 16th at StaceyBrownRandall.com/teaching.

All you gotta do is your name and email and sign up. We'll do the rest and send you all the details and remind you when it's time to join me.

Stacey Brown Randall: Okay, reviews. This could be online reviews, testimonials, whether that's written or verbal.

This is another thing you're going to have to ask for. You're going to have to ask your clients, which is typically the only folks who give you reviews and testimonials, whether they're written form or video form.

I guess maybe you could have some audio form, where you're gonna ask them to be able to share what it was like working with you, right?

So maybe they're gonna share the results that they received or the transformation that they went through or what it was like to work with you, right?

And so usually when you want those reviews and those testimonials, you're going to have to ask. It just is what it is. You're going to have to ask.

So what I want you to keep in mind with those online review and testimonials is how you ask matters, right?

There should be moments for some of you within your client experience where you have a natural point where you're asking your client if they'd be willing to do a review or testimonial.

And in some cases, your client says something positive about working with you and you kind of need to be like, oh, wait, let me take, let me recognize that opportunity and let me make sure I ask the client, hey, can I use that in

a testimonial or could I take that and expand on some of the things you've said over time and can I use it in a testimonial?

Before you use an online review or a testimonial that's gonna be used in your marketing, on social media, on your website, whatever, you do need to get permission unless you're using those anonymously.

And all of you in different industries, right? I know some of you can do testimonials without any problems, my consultants, my coaches, right?

Others of you, it's a little bit more different in terms of the steps you have to go through to be able to do online reviews and testimonials. So just kind of keep that in mind based on your industry and what you do.

And if there's, you know, for my financial advisors, any compliance, even though that is loosening up, which is amazing, but reviews are another thing you're going to have to ask for, for that client to share their experience and give you permission to be able to use it in your marketing.

Okay, references and reviews though are not the same thing as referrals.

Now, you guys know what referrals are, unless it's like the very first time you've ever stumbled upon me. Maybe you're like, wait, what?

Most people who are here know what a referral is, right? That is when someone, a referral source, it could be a client, may not be a client, is actually going to refer a potential new client to you.

And this is the thing I want you to know, right? The biggest difference between references and reviews when it comes to referrals, right?

What separates references and reviews from referrals is what the person you're asking to do the thing, is putting on the line.

When you're asking them to give you a reference or be a reference for another prospect, or you're asking them to allow you to share a testimonial

or allow to use a testimonial or a review in your marketing, right? They're talking about their experience.

So asking them to share about their experience, it's going to make sense for you to ask and to get those, you're probably going to have to ask. But a referral isn't asking them to share about their experience.

What a referral is doing when you ask them, which you should not do, right? Is actually, it's not about themselves. It's about a relationship they have with somebody.

And if they refer that person to you, there is a chance that person's going to spend money with you.

And so that flips the dynamic of the entire situation, which is why reviews and references are about your client sharing about their experience.

But if you ask your client to refer you, it's not about them sharing about their experience.

Now you're asking them to leverage a relationship they have with somebody else to actually send them to you, to refer them to you, which is what we don't want to do.

We do not want to be asking for referrals. So when you're thinking about what do I ask for? What do I not ask for, right?

Asking your clients to do the things where they're sharing about something that is for themselves, their experience, talking to a prospect about their experience, sharing their thoughts in an online testimonial, right? Or an online review. That's about their experience.

Referrals though, are where they're putting their reputation on the line with someone that they know, whether very well or maybe not well, but they're putting their reputation on the line with someone that they know, right?

And that's a relationship then that they're in, and they are then referring that person to you. And that flips the whole dynamic. That's why we don't ask for referrals, but it is okay to ask for reviews and references.

So just quick little episode where I wanted to make sure I broke that down so that if anybody ever gets stuck there, I can always say, hey, check out episode 439 because I break down the differences between references, reviews, and referrals.

Okay, you can certainly check out the resources mentioned in the links below this video, or of course on the show notes page for this episode at StaceyBrownRandall.com/439.

Remember to like this video, please. Leave a five-star rating for the episode. And of course, if you're not already, subscribe to the show, whether that's on YouTube or your favorite podcast listening app.

I also love feedback, so don't be shy. Drop me a comment. Okay, bye for now.