



10-27-06

TO: BNI Lodi Founders Members

From Mike Hinton, Educational Coordinator

RE: Educational Moment for 10/27/06
What is a Quality Referral?

Today's topic is What is a Quality Referral?

As professional salespeople, we need to know how to help our sales team and the best way is to pass referrals. Not just referrals to get our name in the bucket for the drawing, but quality referrals, ones with substance to them.

Not a Quality referral: 1. If I have done business with you before, another transaction is NOT a referral for the bucket.

2. Repeat business such as an appointment with the Dentist or Chiropractor is not a referral.

3. Me upgrading my existing insurance policies with my BNI Insurance Agent is not a referral.

4. Me telling you to go see someone else within our chapter is not referral from me, but rather a referral from you to that other person.

5. Me putting in a referral to ask for a service is a referral, I do not get to put another referral in when the work is complete.

6. Telling a fellow member who is the real estate agent in the chapter that a house just went up for sale down the street, is not a referral..

So what is a Quality Referral? We all have done business with each other and know what each other can do when it comes to them meeting our needs, but lets go outside of our group and listen for opportunities.

Ask yourself the following questions before we think of passing a referral.

1. Did we hear a need from the person we are speaking too?
2. Is this a **real** opportunity for another member?
3. Is the prospect unhappy with their current supplier or provider? If so why or why not?
4. Listen if for opportunities to help.
5. Did we give them our member's card?
6. Did we tell to prospect that we will have the member call them?
7. Don't have them call the member if possible. Let them know that you can help them and have the member call. Then follow up to the member to see if it happened.

Next week we will cover **Selling vs. Telling. How to Help your BNI Sales Team.**