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Friday, September 7, 2012

Tek Tips and Talk: Referrals – You Get As Good As You Give

How do you approach business referrals? Do you ask your clients outright, offer an incentive plan, believe in letting the “referral chips” fall where the organically may? Referrals are a necessary part of any business – many times, both new companies and small businesses live and die by referrals. So what is the best way to garner referrals? Well, it starts with you. Below I’ve included tips on how to grow your referral business:

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- Be Worthy – we’ve talked a lot about loyalty and that is because we believe in it so much. We are partners to our clients; we do what it takes to ensure our clients’ technology works, every time. In doing this, we’ve established long-standing client relationships, which lead to organic referrals. Clients that are happy about the level of service they receive will sing your praises to friends, family, business associates, other vendors, etc. The organic referral is what means the most to me; it is a direct measurement of your company’s expertise, service and loyalty.

- Be Beneficial – any job that is worth doing is worth doing right. I believe so much in this statement– it has propelled my company to where it is today. But it also serves another purpose; it’s the cornerstone of delivering not only great service, but also great value to your clients. Once you’ve proved your value to current clients, it’s then appropriate to leverage it and ask who else they know that could benefit from your services. If you’re being beneficial, your clients should have no problem recommending you to anyone.

- Be Mindful of Time – clients need time to fully experience your services before you ask them for referrals. Remember, your current clients provide a voice to the outside world – so make sure the story their telling provides a complete description of what you can do.
- Be Grateful – always say “thank you.” It’s a simple phrase, but means so much. If a client sends a referral your way, be sure to let them know how much it means to you. It makes it much more likely that they will send additional referrals your way.
- Be Active – get involved with your industry and the community. You never know who you’ll meet when you’re out and about. Whether it’s an organized event, an impromptu meet up or a quick dinner – any time there is conversation happening it is an opportunity to gain referrals. A simple “my friend needs help” is an invitation to let the person speaking know about your skill set and that you’d be happy to see if you could help.
- Be Incentivizing – let your current clients know that you’re not only grateful for and appreciate their support and loyalty by sending referrals your way, but that you recognize how it is helping your business and therefore want to offer them incentives. Incentives could be something as simple as a gift card, service discount, additional services, etc.

As business owners what are some of your best tips for garnering referrals? Leave a comment below or reach out to us on our Facebook page.