

How to Give Good Referrals

Definition of a Referral:

The opportunity to do business with someone who is in the market to buy your product or service. It's not a guaranteed sale, but an open door to discuss your business.

6 Points to Follow in giving a "Good Referral":

1. Listen for a need from someone you've met. A good networker has two ears and one mouth and uses them proportionally.
2. Tell the individual that you know someone who can provide that service.
3. If you've done business with the member you are referring, tell about your experience or relate a testimonial you have heard in meeting.
4. Give the individual the business card of the person you are referring and ask for that person's card for the member's reference.
5. Ask if it is okay to have the member call regarding the need.
6. If the answer is yes, fill out a referral slip and give it to the chapter member at the next meeting.

Examples of Good Referrals:

Hot — Someone needs a phone system for a new office. A member of BNI gave the individual your business card and he is expecting your call.

Warm -Someone is new to the area and needs a good chiropractor. A member of BNI gave her your business card and she will call you next week.

Tepid- Someone is shopping for auto insurance and is interested in a quote from your company. A member of BNI gave him your business card and you should call him soon.

The above examples contain the information that should be on a referral slip. You would provide the chapter member with the person's phone number and business card. If it is several days until the next chapter meeting, call the member you are referring and give the information by phone—don't let a hot referral wait. You would then fill out a referral slip at the next meeting.

Examples of Bad Referrals (good information, but not a referral):

1. Information about a meeting for business owners, a chamber mixer, or any other business meeting. This is an announcement and good information to have, but not a referral.
2. Providing someone with a better source for obtaining products. This is good information for someone, but not a business referral.
3. Giving the same referral to three different chiropractors, attorneys, etc. This is not a good referral, nor is it good information. Your referral should be given to one individual, the person who represents that classification in your chapter.
4. Giving the member a name with no phone number, postal address or e-mail address to make contact.