

1. Build Stronger Relationships

You need to build even stronger relationships with your referral partners.

If your referrers aren't sending you leads, it's probably not because they don't think you are capable but because they don't trust you!

Stronger relationships lead to better trust between you and referrers.

Imagine a situation where you refer a client through to an Accountant.

That referral tells the client that you trust this person and they will deliver on their promises.

If that Accountant doesn't deliver, your relationship with your client will be damaged.

If they don't know you, they won't trust you.

You need to earn this trust by adding value and building stronger relationships way before people start referring clients.

2. Ask Better Questions

Ask thought provoking questions to get the other person thinking.

Be sure to actively listen to the referral partner and get them talking 80% of the time.

Find out some of their pain points and look for ways to help alleviate these issues.

Always keep the point of view 'what's in it for them'.

I have the motto in life 'If you help enough people get what they want, you'll have everything you want and more'. This rings very true with referral partners.

It's important to recognise that the best referral relationships are cultivated through genuine relationships.

People want to work with people they 'know, like and trust'.

No matter who you are trying to build a relationship with remember to treat that person like a friend rather than a business associate.

This will take the referral relationship to the next level, find mutual interests, have a laugh, and show you care.

3. Have an Abundance Mentality

Don't keep score, have an abundance mindset.

Keeping track of how many referrals you've given and received isn't going to achieve anything.

Always look for ways to give, connect and share.

The law of reciprocity, keep giving and expect nothing in return.

Look for opportunities with your own clients to refer back.

Offer to publish their insights on your blog or monthly newsletter.

You need to be adding value before taking!

This attitude alone will separate you from the rest.

4. Build a Reputation

Once you have a strong relationship and people trust you it becomes easier to refer you to their clients

But this isn't enough alone.

You want to be known as the ?????(Your skill set) Rock Star, the professional that has a reputation for getting deals done.

For being able to do something more than the average, for being able to add value to the referrers business.

What is it that you do in this area to add this value?

You should understand the referrer's Business, and what clients they target.

If they are an accounting firm that mostly caters for Self Employed clients then you should know about that space.

You need to understand their pain points first, add value second and then ask for business third.

5. Become a Better Connector

Introducing your referral partners to other professionals that would benefit from each other is a brilliant way to strengthen the relationship.

This can be as simple as a short introduction email suggesting they get in touch and leaving the referral partner do the work from there.

This strategy, whilst simple, is extremely effective.

Think back, when was the last time someone went out of their way to introduce you to someone after listening to your struggles?

Once you've made the introduction be sure to follow up to see how things went.

Referrers can your best raving fans.

They are the advocates that help build your businesses.

Referrals are warm leads then you need to do all you can to grow this source.