

This is the 10 minute outline:

Main Focus:

- 1) Describe in more detail what a good referral is to you
- 2) Talk about your business and how your sales team can find you more referrals
- 3) Educate sales team on how they can help you.

Time Frame of 10 minute presentation:

- 1) 1-2 minutes on yourself (education, credentials, experience)
- 2) 1-2 minutes on Company (where business is conducted - territory, unique services, hot products, how the Company is innovative)
- 3) 1 minute - Tell a short story possibly about how a client/customer had a problem and how you solved it. What was the problem, how did you solve it and what was the end result.
- 4) 1 minute - Describe industry myths and some benefits of your service
- 5) 5 minutes on the types of referrals you are seeking
- 6) Q & A

Some suggestions:

Ask your sales team to look at their potential referrals for you by asking "Who Do You Know That _____" and fill in the blank

Provide group with a handout of types of referrals you are looking for

Focus on types of referrals you are looking for

Look at your business plan, at your marketing plan

Where do you as a sales person go to find business

Offer one or two questions members of the group can ask their clients/customers, contacts that might bring you referrals

The more specific you are in asking for referrals, the better your sales team can find you referrals.