



CHART
LEARNING SOLUTIONS

2455 FLAMETREE RD. VISTA, CA 92084
T. 760.639.4020
F. 760.639.4023
WWW.CHARTLEARNINGSOLUTIONS.COM

Tip Sheet #2

Selling Your Best in Turbulent Times: Referral Building

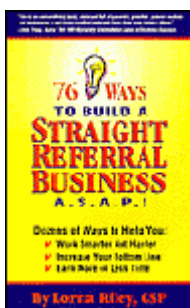
Fast Track Referral Building: The Fastest Way to Sell More in Less Time

With the clock ticking on a sagging economy, now is the time to bolster sales by doing the *right things right*. In my 25 years of providing sales training, the fastest way to sell more in less time is to focus on building referrals. This puts in you in the driver's seat and partnering with your network of existing customers. When you build a straight referral business, your phone calls and emails will be returned, you'll build loyal relationships faster, and cut your sales cycle in half.

Make a goal to get on a straight referral business within three weeks. Sound impossible? Not if you work the fast-track plan. Here's a way to fill your pipeline with qualified buyers NOW:

1. Identify your "A" list of loyal customer advocates.
2. Contact customers by phone and let them know that you're doing your part in creating an "economic stimulus program" to help bolster the economy.
3. Ask if they'd like to participate in the program to help get the economy jump-started.
4. If they agree, explain that you're looking to connect with five high-potential new business leads. (If you're in a B2B sale, give referrals to YOUR client as part of the reciprocal program.)
5. Use our WRAP™ technique for asking for five referral names. Asking appropriately is an art. [See our article](#) on an effective way to ask.
6. Thank them for their participation and that you'll let them know what develops.
7. Share referrals with your customers if appropriate.
8. Contact past customers for referrals.
9. Ask for referrals from prospects who may not be a fit, but who know others that might be.

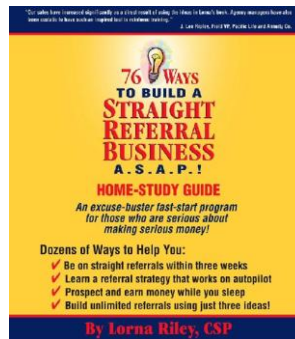
Click here for Lorna Riley's referral books: www.straightreferrals.com



[76 Ways to Build a Straight Referral Business ASAP!](#)



[Referral Home Study Guide](#)



**Want our *Fast-Track Straight Referral Program* on-site program brought to you?
Call 760-639-4020 for a free needs assessment and customized agenda.**