

Creating Referrals

Consistency

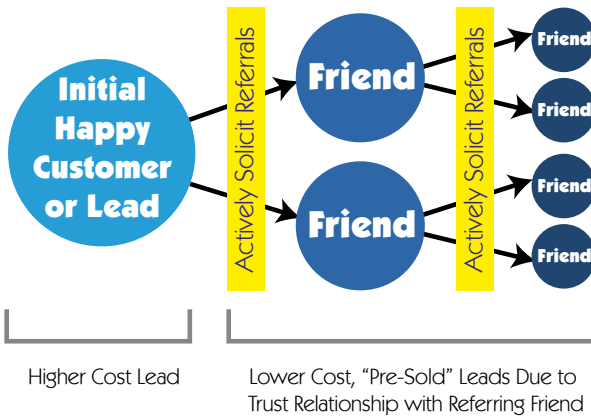
If you provide poor service or a faulty product it's difficult to bring in referrals. Look at your business and see if there are areas you can tighten things up and become more effective.

Follow Up On Jobs

Current Leads and Previous Customers are the best sources for leads. Call them and find out if they are satisfied with what you provided. If they're satisfied it's a great chance to ask them referrals. If they are not satisfied it allows you an opportunity to receive feedback and improve.

Be Remarkable

Being remarkable means creating experiences where your customers become self-inspired to make positive *remarks* about you to others. To do this you need to go beyond the expectations of your customers. When you exceed expectations others will feel motivated to refer you to others.



What I will do to apply this principle:

I will apply this principle by the following date:

I will share this knowledge with:

Recommended reading: *Creating Customer Evangelists* by Ben McConnell