



**THE REFERRAL
SCRIPT THAT
INCREASED
SALES 42%**

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In our most recent poll of over 4,000 businesses, a horrible inefficiency came to our attention; what's worse, it afflicts not 50% or 75%, but almost 90% of companies we polled! These companies are leaving **PILES OF MONEY** on the table...

This is unacceptable to us.

At CHI we believe in building companies that run like machines—companies that grow faster, better, and smarter and we want that for all of you reading this. The good news is that this waste we're talking about is **SO VERY** avoidable. What you're about to see is an

incredibly easy fix. It is simple, logical, and practical to execute—it will make sense to you immediately and you will know **EXACTLY** how to implement it.

In spite of its simplicity, however, it is incredibly powerful and can grow your revenue by anywhere from 16% to 42% with very little effort. Whether your result is 16% or 42% will depend entirely on your ability to adopt the most basic and possibly most powerful principle of implementation (which we will also cover).

Let's get started.

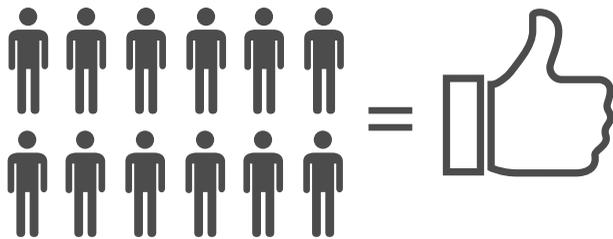
**DO YOU HAVE AN ACTIVE
REFERRAL SYSTEM WHERE
YOU CAN **GUARANTEE** YOU
ARE ASKING FOR A
REFERRAL WITH
EVERY SINGLE CLIENT?**

87% OF COMPANIES DON'T!

A shocking number leave referrals up to the whims and fate of their salespeople *(and only 11% of sales reps ever ask!)*.

Or else,
companies have a **PASSIVE** referral system.

DO YOU KNOW WHEN AND HOW TO ASK YOUR CLIENTS FOR REFERRALS WITHOUT BEING ANNOYING?



91% of customers
say they would give a referral
(study by Carnegie Institute).



And yet, only
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THIS SCENARIO OCCURS DAILY AT CHI:

- A company comes to us and says they have a referral system.
- One of our Growth Specialists reviews the system. *(In this particular story it was Gene McNaughton, one of our CHI certified Growth Specialists that found the issue).*
- We find that the company actually doesn't have a procedure.
- They're missing a strong question to ask every client.
- Timing is poor.
- The procedure isn't detailed.
- It isn't consistently executed.
- And the company is getting only "reactive" referrals.

Is that the same for you?

UNDERSTAND THAT **WHEN** AND **HOW** YOU ASK MAKES ALL THE DIFFERENCE:

You want your client in a **PEAK REFERRAL STATE**.
(A concept coined by growth expert -Scott Hallman)
Make sure to ask yourself:

When is that Peak Moment when my client is the most happy with my product or service?

Then, at that peak moment, make a "Professional Courtesy Call."



YOU WILL NOTICE THAT THE FOLLOWING IS SUBTLE **BUT CRITICAL:**

- This Professional Courtesy Call is not about YOU. It is for your CLIENT'S benefit. Phrase it as such (*example to follow*).
- You must call at that Peak Moment when your client is most happy with the value they've received from using your product or service. It is your job to get the client even more FOCUSED on the specific benefits you have provided (*example to follow*).
- Oftentimes the client will not even realize just how pleased they are with the service or product until you bring their attention to everything that COULD HAVE gone wrong.

The following script demonstrates how you accomplish all of this.

AT THAT PEAK MOMENT YOUR CLIENT SHOULD RECEIVE THIS CALL:

- AirPro:** Hello Al, we're just calling as a professional courtesy to make sure you have been serviced correctly. We have four simple questions to ask, do you have 2 minutes?
- Client:** Sure
- AirPro:** Were they on time?
- Client:** Yes
- AirPro:** Were they professional?
- Client:** Yes
- AirPro:** Did they teach you how to use your new unit?
- Client:** Yes they did.
- AirPro:** Did they professionally clean up before leaving?
- Client:** Yes
- AirPro:** On a scale of 1-10, how happy are you with Air Pro?
- Client:** I would say a 9.

WHAT ARE 4 SIMPLE "YES" QUESTIONS YOU CAN ASK?

IT MIGHT SEEM SIMPLE, BUT HERE ARE THE SUBTLITIES:

- We did NOT say “Hi, how’s your day going?” Instead we got right to business. This gives you the impression of authority and makes the customer feel that you are in control, confident, and by association competent.
- Notice that the call is made for the client’s benefit. You’re checking on him to make sure he has received what was paid for. It makes him much more likely to answer your questions.
- Furthermore, making the call about HIM really feels like (and is) superior service to the customer. He is more likely to feel that you care about him. It develops a relationship. He will trust your company in a way that he will not trust other companies that do not bother to check in on him.
- But perhaps most importantly, you’ve led the client to **FOCUS** on all the ways **YOU GAVE PERFECT SERVICE**. In psychology this is called “Priming,” and it is a phenomenon that is shockingly powerful in motivating human behavior.

In this case you are bringing satisfaction to the forefront of the client’s mind before you move in for the referral...



NOW WE'VE GOTTEN TO THE PART YOU'VE ALL BEEN WAITING FOR...HERE ARE THE 3 KEYS TO A PRO-ACTIVE REFERRAL QUESTION:

- 1** Must actually have the one question you ask every client.
- 2** Must again be phrased as a Benefit to THEM.
- 3** You must train, track, and measure the progress of the strategy ongoing for real success.

AT THE END OF THE PROFESSIONAL COURTESY CALL YOU SAY:

- AirPro:** Great! In the meantime please call us for anything. We want your experience to be perfect, okay?
- Client:** Great, thank you.
(this is the peak moment...)
- AirPro:** Also, if you know of anyone who has any questions or issues with their system, feel free to give them this private number. I will personally make sure they are taken care of FOR YOU. The number is ###-####.
- Client:** You know it's funny you should say that, I do have a friend that could really use help...

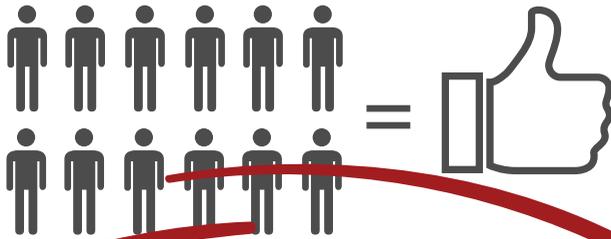
WRITE THIS DOWN



MORE SUBTLETIES...

- First, you DO NOT thank the customer for his time. He was not doing YOU a favor by answering your questions. You were doing HIM a favor!
- You see that once again this approach is focused on the client's benefit. "I will take care of them FOR YOU." It isn't, "Do us a favor and make a referral." Sometimes providing an incentive to refer is a legitimate strategy, but it can feel sales-y to some clients. Overwhelmingly you want them to feel instead that you are offering the referral because you CARE about them. This approach engenders trust and respect. Do you want to be trusted and respected?
- Also this script makes the client feel special. In the increasingly urban world we live in, most people are starving for ways to feel special.
- And this special treatment has the potential to make your client look important to anyone they refer: "Here let me give you the private number for my buddy at XYZ company. He'll take care of you."
- So what kind of results does this create? First let me take you back to a previous slide...

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THAT'S 91%!!!

And now not only are you bringing in more referrals because you're asking and you're asking SMARTER, but you're creating stronger relationships with the customers who are making those referrals. They are getting better service and they are feeling important, cared for, and special.

This is how you turn your CUSTOMERS into free SALESPEOPLE!

We teach a lot more about how to do this more effectively (*because we all know that if you can harness it, word of mouth is the most trustworthy and powerful form of marketing*), but just creating this "ASK"— and doing it INTELLIGENTLY— can bring in TONS of extra business with very little investment of time or money.

So how about the results?



JUST TO SHOW YOU CAN GET RESULTS QUICKLY



“The day after I learned this strategy I managed to get 5 new leads in one day!”

Dawn Van Dam
Health Connexions
CEO

HERE'S THE KEY TO MAKING THIS STRATEGY PERFORM AT MAXIMUM EFFECTIVENESS:

Let me tell you the tale of two doctors offices. Both offices were owned by the same doctor, and both received the same referral script.

PAY ATTENTION HERE'S THE MOST IMPORTANT TAKE AWAY



Office A



Office B

OFFICE A INCREASED REVENUE 16%, OFFICE B INCREASED REVENUE 42%



Office A



Office B

How could Office A and Office B get different results from the same Referral script?

Why do you think Office B increased 61% higher in revenue than Office A?

revenue

A hand in a light blue shirt is drawing a red arrow that starts from the left and curves upwards to the right, pointing towards the top right corner of the page.

HERE'S WHAT HAPPENED...



Office A trained on the script ONCE.

Office B trained on the same script...
FOUR TIMES.

SO REMEMBER

- This script will be valuable (*would you like to increase revenue by 42%?*), but it's greatest value can only be achieved if you train on it until it is an IRON CLAD procedure.
- The script might seem simple at first glance, but each WORD is chosen INTENTIONALLY.
- If employees deviate from the script, thinking they will come up with something better off the top of their heads, 99% of the time they will drastically reduce its effectiveness.
- So train. And then Train again.
- The best ideas in the world are useless unless implemented properly. And proper implementation only comes from repetition and constant inspection from management. People RESpect what you INSpect.

**FOLLOW THESE STEPS;
THEN TRAIN, TRACK,
ADJUST, AND REPEAT—
YOUR COMPANY WILL BE
RUNNING LIKE A MACHINE
IN NO TIME.**