

REFERRALS

Magazine



The Referral Strategy



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The Seven Most Powerful Referral-Generating QUESTIONS of all time!

Referral strategies come in all shapes and sizes, however, in this case, they come in the shape of a question mark. The goal is to get into a conversation with your clients by asking them specific relationship-building questions that will lead to referrals, while at the same time satisfying your genuine curiosity you have in your client.

REFERCO Founder Michael J. Maher formulated seven powerful referral-generating questions--which is considered a generosity strategy-- to ask the contacts in your database. Initially starting out with only 3-½ questions, Maher added an additional 3-½ to perfect the strategy. "They're ever-evolving. More questions developed over time from talking to other people," he said.

Here are the now seven referral-generating questions that your clients will be glad you asked them (for this example, let's say your client's challenge is finding a reputable but affordable private school for their kids):

Q1: *What's your biggest challenge right now?*

A: "They're going to tell you either their biggest personal or professional challenge. We immediately want to give them advice when they share with us that challenge, which is a mistake. But relax, take a step back mentally and move on to the next question."



Q2: What have you tried so far?

A: “They’re going to tell you what they did to try to conquer this challenge. A nice follow-up question to this is ‘what else have you tried?’ We want to really exhaust all of the things they’ve tried to conquer that challenge.”

Q3: What are you going to do next?

A: My husband and I want to visit more schools.

Q4: What is the first next step?

A: We will make a decision based on our research.

Q5: Who can help you with that first next step?

A: My husband’s friend, Sarah, has a daughter who goes to one of the schools at the top of our list. Sarah’s feedback about the school may help us make our decision.

Q6: By when?

A: “This is the most powerful question.” If they tell you the following month, ask them what you can do to help them get that done by then. Or if they tell you today, ask how you can help them get it done today.

Q7: How would you like me to follow up?

A: By phone, email, etc,

After you’ve asked all seven questions, then ask them if they have any questions for you. Then, they will ask you what they can do for you. “The thing that we teach at Referco and the 7L system is that when someone says ‘how can I help you or what can I do for you’, we answer referrals. And hopefully, you’re going to get into a conversation that actually leads to referrals,” Maher said

Writer’s notes: *I had the privilege of being asked these seven questions by Michael J. Maher while interviewing him for this story. And quite honestly, I thought I was already thinking outside the box but quickly found out I was still very much inside it. After pondering my answers to these questions, along with Maher’s suggestions, I did a little soul-searching. Bottom line: I had to let go of fear and take the necessary steps to accomplish dreams I’ve previously made excuses for not fully pursuing.*

Now that I’ve been inspired, I will embrace this upcoming year with a new level of determination,

focus and discipline as I consistently work toward my goals. Thank you, Mr. Maher, for opening my eyes a little wider.

TAKE ACTION: TRY THESE QUESTIONS WITH SOMEONE TODAY!



O’BERIA SEATS is a freelance writer, copywriter, and content creator who develops written Content for entrepreneurs and businesses.

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MICHAEL J. MAHER is a top-rated speaker, author, and coach who has worked with hundreds of businesses and helped trained thousands of sales executives. His book (7L) The Seven Levels of Communication Go from Relationships to Referrals has been a number one best seller for 8 straight years on Amazon and was named one of the 20 Top-Rated Business Books of All Time by Hubspot. His teachings have been endorsed by such well-known authors and business experts as Gary Keller, cofounder of Keller Williams Realty and author of The One Thing, Dr. Ivan Misner, founder of BNI, Dave Ramsey, author of EntreLeadership and The Total Money Makeover, and dozens more. Michael travels throughout the nation discussing the new type of sales environment called The Generosity Generation. And now YOU can join the Generosity Generation simply by going to www.JoinGenGen.com! Connect with thousands of other sales professionals that do business by referral.

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