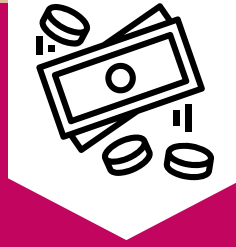


REFERRALS



CHRISTINE HARRINGTON

REFERRALS ARE GOLD

Lesson 2

CATEGORIZE YOUR CUSTOMERS

A Guide for your TOP 25 Clients

HOW TO GET **MORE SALES** THROUGH
REFERRAL OPPORTUNITIES



How to Categorize your Top 25 Clients

INSTRUCTIONS

Ask yourself these questions when determining who should be your top 25 clients to approach about referrals. Keep in mind you're looking for *LOYAL* clients who have good external and internal connections.

- Who can provide high revenue sales, in other words more bang for the buck!
- Who has the highest number of relationships externally and internally..many people overlook internal connections and opportunities.
- Are there other departments or managers who could use your product or service that would make sense for your client to extend an introduction?
- Who is the most willing as existing clients and former clients to provide a written or testimonial video.





MY TOP 25 CLIENTS

A large, empty white rectangular area intended for listing the top 25 clients.



REFERRALS



CHRISTINE
HARRINGTON

OUT OF THE TOP 25 CLIENTS PICK 5 LOYAL CLIENTS AND ASK WHY THEY LOVE YOU, YOUR PRODUCT & COMPANY. THIS WILL BE USED IN LESSON #3

