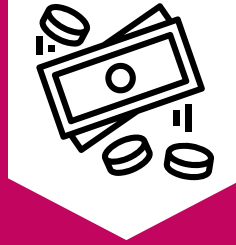


REFERRALS



CHRISTINE HARRINGTON

REFERRALS ARE GOLD

Asking for referrals the right way!

Setting your

S.M.A.R.T

Goal

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



Setting your S.M.A.R.T Goal **THE** **SALES WORKSHEET**

If you've been in sales for longer than a minute, I'm sure you've been taught about S.M.A.R.T goals. This formula can be used in every area of life, not just in sales. And it's important to have clarity about all areas of your life. Without clarity, you have feelings of being scattered and overwhelmed. Becoming an expert in referrals is no different.

The reason I created this course is to help you be successful in sales. After researching the statistics, going back 10 years, one sales trend is consistent...salespeople are still reluctant to ask for referrals. That's about to change for you by committing to this course.

INSTRUCTIONS

Handwrite up to 200 words on your sales goal for this course using the smart goal formula below.

INSTRUCTIONS

Specific (simple, sensible, significant)

Measurable (meaningful, motivating)

Achievable (agreed, attainable)

Time bound (time-based, time limited, time/cost limited, time sensitive.)





MY S.M.A.R.T GOAL FOR THIS COURSE IS

ONCE I ACHIEVE THIS GOAL WHAT WILL BE MY NEXT?





MODULE ONE

LESSON 1 - GET STARTED

- Foundation of the Course
- Strategies outlined
- Strategies and Mindset

LESSON 2 - SETTING UP THE REFERRAL CONVERSATION

- How to categorize your customers
- Referral arsenal
- Strategies for setting up the referral conversation
- The winning formula for getting referrals

LESSON 3 - WHAT TO SAY

- What to say to your customer
- What to say to the referral.
- What to avoid
- How to move the conversation forward





MODULE ONE

LESSON 4 - PUTTING IT ALL TOGETHER

- What the referral formula flow looks like
- How to implement the referral strategies into your sales day
- Discipline and sales habits to cultivate success
- The referral referral...it's a thing.

