

INDEX

- Acquisition meeting, 111
 - clients without referrals and, 117–118
 - closing the, 122–123
 - contact formats, 118–122
 - gathering referrals, 114–117
 - planning, 112–114
 - post-sale client maintenance, 123–126
- Adaptability, identifying weaknesses in product, 98
- Address, contact format, 118–119
- Advertisements:
 - commitment and purchased, 11, 13
 - partnerships and shared, 159
 - referral-based business model and, 60
- Arrogance, 51, 55
- Assumptions, client knowledge of referrals and, 72–76
- Attire, 52, 58, 186
- Attorneys, 50

- Behavior, inappropriate, 52
- Brochures:
 - networking events and, 185, 188
 - partnerships and joint, 163–164
 - referral-based business model and, 60, 65
- Business cards:
 - networking events and, 185, 187–188
 - referral-based business model and, 59–60, 65
- Business organizations: networking, 178–183
- Business-to-business sales, 50

- Call center, acquisition meeting and, 114
- Chamber of Commerce, 178, 183
- Chief financial officer (CFO), 73
- Civic organizations:
 - acquisition meeting and, 117
 - networking, 178–183
- Client Relationship Management (CRM) program, 144–145, 190
- Closing percentage, 30

- Coaching, self-, 17, 18
- Cold calls:
 - commitment and, 11–12
 - expectation of referrals and, 53, 56
 - as initial prospect contact, 132
 - statements, 56
- Commission, desire and, 10
- Commitment:
 - lack of, 9, 10–14, 19
 - to organization being networked, 179–180
 - partnerships and, 161
- Communication:
 - as a discipline issue, 102–103
 - poor, 101
- Compensation:
 - quality referrals and, 51
 - referrals as, 69–72
- Competition, desire and, 10
- Complaining, negotiating referrals and, 90
- Compliments, product and service, 161–162
 - selling processes, 169
- Confidence:
 - requesting referral lunches and, 4
 - selling and, 50–51
- Consulting services, 50
- Conventions, commitment and, 13
- Cost of sales, lowering, 2
- Criticism, commitment and, 10
- Crow, Richard, 106
- Customer service, identifying weakness and, 98

- Database, client referrals, 143
- Dependability, identifying weaknesses in product, 98
- Desire:
 - lack of, 9–10, 18–19
 - to purchase, 63–64
- Discipline, networking events and, 184
- Drop bys, post-sale client maintenance and, 124

INDEX

- Earning referrals, 78
 - client objectives and, 99–101
 - exceeding client expectations and, 101–104
 - service partnerships and, 104–106
 - weakness and, 97–99
- Ease of use, identifying weaknesses and, 98
- Email:
 - contact format and, 119–120
 - designated times for, 142–143
 - initial prospect contact and, 132–133
 - post-sale client maintenance and, 123
 - referral-based business model and, 59–60, 65
 - signatures and, 59–60, 65
 - solicitations, partnerships and joint, 163
 - templates, 143
- Embarrassment, professionalism and, 52
- Employee-leasing services, number of referrals and, 76
- Encouragement, desire and, 10
- Entities, world of, 28–29
- Events, networking, 183–190
- Expectations, 41
 - establishing referral, 53–59
 - exceeding client, 78–85
 - inquiring about client, 79
- Experience:
 - common objections to referral selling and, 196
 - expectation of referrals and, 57–58
 - partnerships and, 161
- Extortion, negotiating referrals and, 90
- Failure, learning from, 18
- Financial advisors, 50
 - the need for assistants and, 146
 - number of referrals and, 76
- Fliers:
 - partnerships and joint, 163–164, 165
 - referral-based business model and, 60, 65
- Fortune 50, referrals from, 38
- Fraternal organizations, networking, 178–183
- Freedom, sales efforts frustrations and, 141–142
- Gifts, post-sale client maintenance and, 124
- Growth, 141–147
- History, gathering referrals and client, 115
- Holiday parties, contact format and, 122
- Image, partnerships and, 168–169
- Income, increase sales, 2
- Infomercial, networking and:
 - events, 187
 - organizations, 180–181
- Insurance, 50, 74
 - negotiating referrals and, 93
 - number of referrals and, 76
- Interest, in organization being networked, 179
- Interest organizations, networking, 178–183
- Invoices, referral-based business model and, 65
- Job, defining a quality, 77–85
- Knowledge:
 - expectation of referrals and, 57–58
 - partnerships and, 161
- Letterhead, referral-based business model and, 65
- Letters, 2
 - contact format and personal, 120–121
 - initial prospect contact and, 133–134
 - samples, 135, 136
 - post-sale client maintenance and, 123
- Lions Club, 178
- Listening skills:
 - earning referrals and, 100
 - expectation of referrals and, 57
 - partnerships and, 170
- Loan officers, 50
 - defining quality jobs and, 80–81
 - earning referrals and, 105
 - the need for assistants and, 146
 - number of referrals and, 76
 - partnerships and, 157–160
- Lunch meetings:
 - contact format and, 122
 - initial prospect contact and, 137
 - partnerships and, 169–171
- Lying, 62
- Magazines, industry-specific, 114
- Marketing campaigns:

Index

- commitment and, 11, 12
- partnerships and joint, 159, 163–164, 171
- Mass mailings, post-sale client maintenance and, 125
- Membership books, acquisition meeting and, 117
- Mortgage bankers. *See* Loan officers
- Name-dropping, 62
- Negotiation, 89–91, 93–94
 - number of referrals and, 77
 - price, 91–92
 - refusing referrals, 93
 - special requests and, 91
- Networking, 177–178
 - commitment and, 11, 13
 - events, 183–190
 - organizations, 178–183
- Newsletters:
 - industry-specific, 114
 - post-sale client maintenance and, 124
- Nonpurchasing prospects, 151–152
- Notepads, referral-based business model and, 65
- Number of referrals, 76–77
- Objections:
 - partnerships and common, 172
 - referral selling and common, 193–197
 - unspoken, 70–71
- Objectives, prioritizing client, 99–106
- Obligation referral, 70, 71
- Package, quality referrals and, 51
- Partnerships:
 - creating referral, 155–156
 - identifying potential, 160–163
 - proposition, 163–168
 - selling the, 168–172
 - service, 104–106
 - sources vs. partners, 156–160
 - working the partnership, 173
- Patterns, identifying, 26
- Perception, 57–58
- Personal service professionals:
 - negotiating referrals and, 93
 - number of referrals and, 76
- Personalization:
 - of information, 4
 - post-sale client maintenance and, 124
- Phone calls, 2
 - contact format, 118–119, 121–122
 - designated times for, 142–143
 - initial prospect contact and, 131–132, 134, 137
 - networking events and follow-up, 189
 - post-sale client maintenance and, 123
- Piggybacking, partnerships and, 161, 166
- Planning, networking events and, 184
- Plant tours, contact format and, 122
- Plaques, acquisition meeting and, 117
- Poor referrals, 39–42
- Postcards, post-sale client maintenance and, 124
- Preparation. *See* Acquisition meeting, planning
- Price:
 - considerations and partnerships, 167–168
 - negotiation, 91–92
 - referral selling and, 12
- Process, lack of a good selling, 15–16, 20
- Procrastination:
 - earning referrals and, 98, 102
 - identifying weakness, 98
- Product knowledge:
 - identifying weaknesses and, 98
 - selling process and, 15
- Professionalism, 51–52
 - networking events and, 185–186
- Professional organizations, acquisition meeting and, 117
- Profiles International, 18
- Proposal forms, referral-based business model and, 65
- Prospect lists, partnerships and combining, 164
- Prospects:
 - commitment and, 11
 - contacting the referral, 129
 - initial contact method, 131–138
 - trust and, 129–131
 - defined, 26
 - from nonpurchasing clients, 151–152
 - qualified, 27, 30

INDEX

- PWWR Referral Generation System, 2–3, 5
 - common objections to referral selling and, 194, 196, 197
 - sales training, 18
 - summary, 44–45
- Quality, 41, 51, 72–85
- Questioning, partnerships and, 170
- Quotas, desire and, 10
- Rating scale, prospects and, 145–146
- Realtors, 50
 - the need for assistants and, 146
- Referral, definitions of, 25–31, 72–76
- Referral-based business model, 54–61
 - statement and, 56
- Rejection:
 - commitment and, 10
 - desire and, 10
- Relationship:
 - acquisition meeting and strength of, 116–118
 - developing the referral, 61–63
 - establishing referral, 49–52
- Reputation, partnerships and, 168–169
- Requesting referrals, 35–36
 - busy clients and, 38
 - confusion and, 36–37
 - fear and, 37–38
 - jeopardizing client relationships, 38–39
 - repeated requests, 39
- Responsibility, networking organizations and, 182–183
- Sale meeting, acquisition vs. post, 112
- Sales considerations, partnerships and, 165–167
- Scatter gun approach, 156
- Selling model, referral-based business model and, 59
- Seminars:
 - commitment and, 13
 - lack of training and, 16–17
 - on-site, 16
- Service considerations, referral partnerships and, 167–168
- Service organizations, networking, 178–183
- Service partnerships. *See* Partnerships, service
- Social events, initial prospect contact and, 137
- Software, accounting, 73
- Special events, contact format and, 122
- Sphere of influence, 156–157
 - networking and, 177
 - referral partnerships and, 172
- Spontaneity, sales efforts frustrations and, 141–142
- Statements:
 - constructing a, 55–56
 - ideal referral, 75
- Stationary, referral-based business model and, 59–60
- Stewart Title Fee Office, 106
- Stress, desire and, 10
- Telecommunications company, acquisition
 - meeting and, 113
- Thank-you cards, referral-based business model and, 65
- Time:
 - acquisition meeting and, 112
 - negotiation and, 92
 - networking and, 177, 182–183, 186
 - partnerships and, 161
- Title office, earning referrals and, 105
- Trade shows, commitment and, 13
- Training:
 - desire and, 10
 - lack of, 9, 16–18, 20–21
 - on-the-job, 17
 - self-, 17
- Trust:
 - contacting the referral, 129–131
 - gaining quality referrals, 41
- Verbal agreements, 70
- Voice mail message, referral-based business model and, 59, 65
- Walk-in customer:
 - expectation of referrals and, 53–54, 56
 - statements, 56
- Weaknesses, identifying, 97–99
- Wish list, 116, 118