***The 10 Key Strategies for Referral Marketing Success***

***Presented to the National Association of Residential Property Managers***

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There’s lots of ways to build your business but each year it seems harder and harder to stand out in an increasingly noisy marketplace. Today, our inboxes at the office and coming into our computers are filled with more emails, promotions, flyers, newsletters, claims, and offers, than ever before. At the same time, those sending this stuff to us usually increase the volume and frequency of the “noise” they’re making to try to stand out in a cluttered market. It’s like a trying to be heard above the crowd in a fan-filled stadium. It just doesn’t work. As I describe it, “everybody’s talking and nobody’s listening!”

Let me tell you a couple of stories to illustrate how dramatic the changes in noise levels are affecting our businesses. Just a few weeks back I was speaking with a CEO of a telemarketing services firm who serves a national marketplace. He tries to get appointments for his clients to meet with business owners to present their services. Five years ago, his telemarketers would, on average, gain 10 new appointments each day for a client… Today, with all of the increased noise and velocity of information in our environments, their average success rate has fallen to only three successful appointments set each day! That’s a 70% drop and you can easily figure what that has meant to him and his clients… His situation isn’t unique.

On the other hand, I work with this mortgage broker, located in an active vibrant market working every month to gain clients, pay his bills and build his business. He competes with all kinds of banks and financial providers and his market is perhaps one of the most competitive in our times. He decided a while back to set himself apart and build a strategy and use a “new” system to win his clients and to grow his business exclusively by referrals. He made a plan to focus on capturing new business from only six new real estate broker offices while also working to retain his current portfolio of client offices that everyone else was trying to take from him.

So, he narrowed his focus and concentrated his efforts, aiming to build deep relationships, create trust and to bring a “high touch” human element back into his marketing strategy. His results were startling! In just three months, he had gained three new referred brokerage office clients, closed two transactions with them and had two more closings pending… and this was just the beginning. During this time, he also built a “relationship moat” around his current clients to add to his now vibrant pipeline of new referred clients leading to his growth and amazing success.

In the information that follows you’ll learn how to build your own vibrant referral strategy and system. We call it a *10 Step Roadmap.* These steps are universally proven successful from our work with professionals in the real estate, insurance, property management, financial advisory, coaching, legal and many other services markets.

We know that when you bring, as we say, “high touch,” meaningful relationships and trust building focus back into your marketing equation in a systematic, daily way, then you’re going to set yourself apart from the noise. You’ll establish that you are different personally from everyone else… people will want to work with you and refer potential new clients to you and you’ll enjoy greater growth, higher client retention and more success in your business!

**10 Key Strategies for Referral Marketing Success**

1. Decide to be Different...

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1. Think Smaller to Go Deeper…

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1. Getting to Know You…

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1. Become Irresistible…

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1. Coffee Time…

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1. Just Do It!...

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1. Think Teams, *Trusted Teams*…

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1. The Art of the Ask…

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1. Weed the Garden, Replant…

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1. Use a System…

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**Additional resources available:**

*The Art of the Ask* (whitepaper)

*The 5 Biggest Referral Killers Real Estate Professionals Make* (whitepaper)

*A Guide to Getting 44 Referrals in 90 Days (for financial services professionals) (example success stories)*

Copies available at: support@refer.com