

# **REFERRALS**

I am convinced that we are not making the most of every opportunity. At the end of every sale, every home show, and even every one-on-one we need to conclude our transaction by asking for referrals. All three categories of people that I just named, customers, hostesses, and prospects are people who are already familiar and impressed with Premier. They are the best people to ask for referrals. We are missing the boat by not asking that one final question: "Do you know of anyone who might be interested in earning \$200 to \$500 per month showing our jewelry? I give \$100 in free jewelry to everyone you give me who actually comes into the business!"

Then tell your customers, hostesses, and prospects that you will give them and their friend a tennis bracelet when they sit down with you to listen to our business opportunity. What an opportunity we are passing every day, every show, every person!

When you ask for the names, it is best to jog their memory by asking about different types of people. For instance, don't just say, "Do you know anyone...?" Instead, ask for specifics such as, "Do you have any neighbors who need some extra money?" "Is there anyone you work with?" "Do you know someone in your Sunday School class?" After you mention each group, pause to give them a chance to think. You've got to trigger their memory for them because thinking is hard work. They won't think without your assistance because it isn't as important to them as it is to you.

Then when they do come up with suggestions, try to get names, phone numbers AND addresses on the spot. Otherwise busyness and forgetfulness are prone to take over.

Also, when someone gives you a name it is almost always a good time to mention the advantage of them considering joining Premier, and both of you talking with their friend about coming in under them. This back door approach might be just the advantage you need!