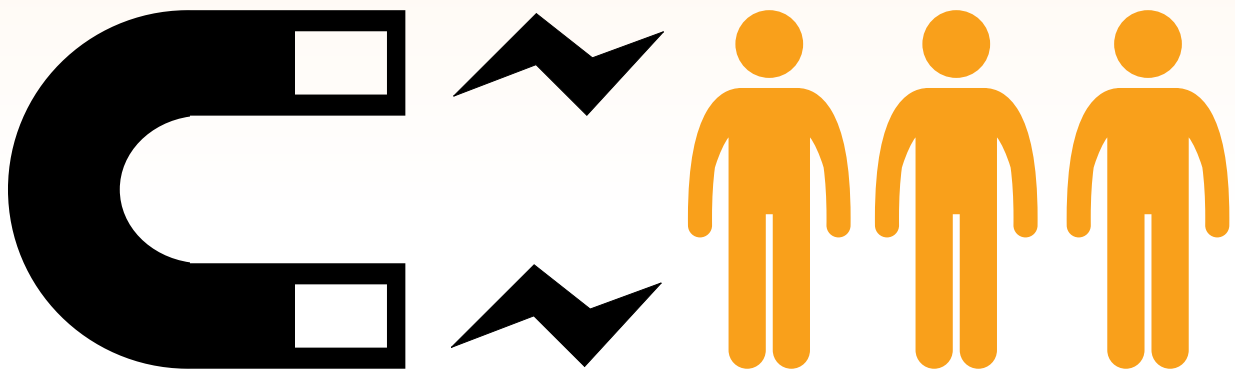
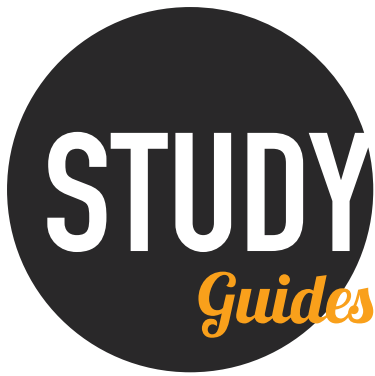


Phil's Incredible
Referral Acquisition
Script



Part of the **STUDY Guides** series for people who are serious about business growth



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philmjones
helping your business reach new heights

Phil's incredible referral acquisition script

When writing persuasive copy for your emails, your letters, your website and so on, it is crucial that you get your message across well in order for your audience to take action.

1 STAGE 1

It is vital to get an upfront commitment when looking to gain an action from a customer. This can be achieved quite simply with the inclusion of some simple magic words.

"You couldn't do me a small favor could you?"

EVERYBODY says YES

2 STAGE 2

We must now position the request.

"You wouldn't happen to know, maybe just 1 person, who just like you would benefit from (insert benefit)?"

As an example; if you were in the landscaping industry, benefits could include

- Being able to sit out and enjoy their garden whatever the weather

- A personal and expert service
- Feeling proud of the environment they live or work in
- Having a team around them that are here to provide ongoing support, care and maintenance for their garden

Simply provide them with the specific benefit that they thanked you for.

3 STAGE 3

SHUT UP! Self-explanatory really – you must let them think of someone

4 STAGE 4

Watch for them changing their physiology; either a move forward or backwards, a shuffle on their seat or perhaps even a sharp intake of brief. This tells you they have thought of someone.

5 STAGE 5

"Don't worry. I am not looking for their details now but who was it you are thinking of?"

Await name

6 STAGE 6

Ask them when they are next likely to see this person?

Gain response

7 STAGE 7

"Great, you couldn't do me a further favor could you?"

EVERYBODY says YES

8 STAGE 8

"Would it be ok if when you see them next you could have a short conversation with them and explain your experience of working with us and see if they are open-minded to taking a call from us so that we can help them in the same way that we have helped you?"

Await response

9 STAGE 9

Agree a specific time and date to follow up with them

10 STAGE 10

Open scheduled call with the words "I am just calling as promised" to which they reply "Thank you"

11 STAGE 11

"I am guessing that you did not manage to speak with (insert name)?"

If they say yes then take your referral

If they say no they will make contact promptly and then reply to you once they have agreement for you to call them.



**OPEN SCHEDULED CALL
WITH THE WORDS "I
AM JUST CALLING AS
PROMISED" TO WHICH
THEY REPLY "THANK YOU"**



About The Author

Since the age of 14, Phil has been practising, developing and fine-tuning his sales process. His vast experience in a variety of sectors has resulted in him being recognised as an authority of sales psychology and negotiation, for increasing corporate turnover and profitability, and business development.

With a track record of progressing processes for organisations at all levels, Phil is acknowledged for his strategic intellect and has been instrumental in turning around underperforming businesses by surfacing new opportunities.

Phil, a regular guest speaker and author of the highly acclaimed Toolbox, has worked with organisations such as Debenhams and DFS furniture as well as professional football clubs including Birmingham City and Leicester City. In addition he has a wealth of experience throughout the business sector, which includes evolving a large investment property business, before launching his portfolio of training businesses.

To date, Phil and his reliable team have helped thousands of business owners and



sales professionals to develop new skills and maximise their potential. Through his speaking, coaching and writing, he has achieved an enviable reputation for developing successful tailored sales processes and achieving peak performance; and has also won a number of awards for his work.



Due to the high levels of success, Phil decided to share this opportunity with other like-minded business professionals by launching the Reaching New Heights network of business mentors, with a team delivering his lessons and coaching business owners across the globe.

Put simply; Phil has accomplished more than most in his fast-moving life. He has developed processes and procedures, which help people to win more customers, who are encouraged to invest more frequently and return more often. Phil is not a theorist, but is a business educator who gives straight talking advice learned from his own experience.

For further information on Phil M Jones or to see how they could help you in your business, please contact:



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