DALE CARNEGIE® TRAINING

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## Competencies that are addressed:

**PRIMARY COMPETENCY CATEGORIES:**

- **Interpersonal Skills—** Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.

- **Customer Experience—** Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

**RELATED COMPETENCY CATEGORIES:**

- **Professionalism—** Projects an image of maturity and integrity that creates credibility.

- **Interpersonal Skills—** Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.

- **Customer Acquisition—** Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

# Referrals

## SUMMARY

People fail to request referrals for a variety of reasons: it's not their job, they don't know how, don't want to seem pushy, or just forget. You can overcome these challenges by identifying benefits for you and customers, communicating value, and knowing who, when, and how to ask.

## CONTEXT

Asking for referrals can be an uncomfortable step for many people. A key way to change this is to recognize that asking for referrals can be a benefit for your existing customers. They can be helping you, their contact, and their company all at the same time. Customer service people benefit from helping create results for new customers and strengthening business relationships. The new customer benefits because they can find ways to solve problems and create new opportunities.

In this module, you will be able to explore the barriers to asking for referrals, recognize the possible benefits for everyone involved, and learn an easy and conversational approach to ask for more business opportunities.

**At the completion of this module, participants will be able to:**

- Overcome the logical and emotional barriers about referrals

- Create win-win referrals that customers find comfortable

- Apply a process to ask for referrals with confidence

- Follow through on referrals to win new customers

*"Why not go out on a limb? Isn't that where the fruit is?"*
—Frank Scully