



Unlocking the Power of Referrals

4 Ways to Boost Credibility and Connections

Depending on the type of presentation you are giving, one way to immediately increase your credibility with your prospect/audience can be to get a referral from a current customer that is happy with your service or presentation. A referral will (in most cases) help to gain your prospect's attention for a moment and allow them to listen to your opening pitch. To help further, you may even encourage your referral to reach out to your prospect by phone or via email and let them know that they can expect your call or presentation. Here are some ways to get referrals:

ASK for the Referral

This may sound silly, but it's amazing how much more likely you are to get a referral if you actually ask. The best times to ask for referrals are prior to delivering your presentation and immediately following your attempted (successful or not) sale.

Prior to Presentation

Let your customer know in advance that at the end of the presentation, you will be asking for referrals and ask them to think about 2 or 3 people or organizations that might be a good fit for what you have to offer.

After your Presentation

The best time to get a referral is when you have your prospect/customer in front of you (virtually or live). This is the time where they have the most information about your product or service and can give you the best referrals. You may say something like, "I wouldn't be doing my job if I didn't take a moment and ask you for some referrals..."

Show up with the Referrals You Want

Come prepared with a list of possible referrals prior to asking for them. This shows that you have done your research and will prevent the common response of "Um, I can't think of anyone off the top of my head." This could be mutual connections on LinkedIn, related businesses, senior leaders within their organization or even businesses in the same building or neighborhood.