

Referrals

Establish a bond of trust and the basic principle for referring and being referred. Refer a member directly from the GR site.

“ ▶ HELP, ▶ ▶ COLLABORATE; ▶ ▶ ▶ RECEIVE! ® ”

Eric Pichette, CEO GR International

What is a referral for GR?

A counted referral is an action that may or will result in a sale, transaction or commercial trade. A counted referral is not automatically a sale or transaction, but a regular opportunity to do business.

Example of a counted referral:

- I make a transaction with another GR member; (+1)
- I give a referral to another GR member; (+1)
- I make an invitation for a member or non-member visitor; (+1 per person invited)
- I invite a guest during the week by email or in person; (+1 per person invited)
- I use the services or repeatedly buy from a GR member; (+1 per transaction)

Where do the referrals come from?

Your family, friends, neighbors, co-workers, social clubs, social media, your service providers, passing acquaintance and a complete strangers.

Also, there are several types of referrals, from a simple contact name to an introduction in person.

Give a referral;

1. O.C.S.R. (Offer, Customer, Solution and Research)

During your meetings, stay alert, “listen actively”, to the presentation of your colleagues. What you need to know about your members of your groups :

- Understand what they offer (products and services).
- Their target costumers
- How can their products and services solve the identified problem?
- What they're looking for now.

This active listening will allow you to acquire relevant information so that you can refer them. Keep in mind the acronym, "O.C.S.R." Which will facilitate your vision and allow you to see opportunities for the members of your group.

2. Create a list

Have a list of trustworthy people and suppliers with whom you are comfortable to refer or recommend to your best customer or best friend. In this list you should be able to have their personal information, but especially their "O.C.S.R. ".

3. Maximum visibility

If you are unable to make an introduction in person, in order to introduce a member's reference, use the GR international website. The information accessible there is concise, simple and provides the details relevant to a professional referral. As long as it is complete.

4. Follow up

You are referring a supplier to your best friend, be sure to validate if your referral met your friend's needs. You want to make sure that the supplier meets your standards and remains referable.

5. Referral.

To refer someone is the best way of being referred back.

Have a referral;

Do you have credibility?

Why would anyone take the risk of "referring" you to a friend, client, or family member?

Because, he trusts that "you will represent him well".

When a "prospect" reference is presented to us, some of the work is already done. The person who introduces us, by referring, reinforces our reliability and credibility.

The key to success is that; you have to be trustworthy so that the person feels confident to refer you. The bond of trust with people is undoubtedly your major asset.

Be referable and inspire confidence

Make sure you deliver what you promise, when you promise. Your customers need to be able to talk about your value delivered. Be present at your meetings, participate actively and have a complete profile on the GR International website, but also on social media.

Thank your referral sources.

Take advantage of GR International meetings to personally thank the person who referred you. The important thing is to express your appreciation, and at the same time, you will encourage behavior reinforcement.