

SALES TRAINING NOTES

Who Wants Referrals?

May 2022

Only 11% of salespeople ask for referrals.

Often, when salespeople think they're nicely asking customers for referrals, the customer hears "can you give me your friends names so I can pester them for the rest of their lives until they hate your guts for referring me?" This of course, leads customers to say no. Once denied, they'll go back and tell their bosses "They just didn't want to give us referrals," and convince themselves that it's true. Wanting to avoid another awkward situation, these salespeople will avoid asking for referrals next time as to not be turned down.

Yet, we know 60% of customers say they'd tell family and friends about a brand they're loyal to. Of those referred prospects, they're four times more likely to buy than non-referred prospects.

We keep missing out on a lot of easy sales - but what if we were trained on how to ask?

The new DMP Customer Referral Program on the Virtual Keypad app has a unique tool to help solicit, capture, track and assign a referral for follow-up. Using the referral program allows you to start better account management, stopping you from missing those easy sales.

I teach sales professionals to always give before you expect to receive, don't ask for anything until you give them something first. We can use tools like the DMP Customer Referral Program to give them something before we ask. Why not offer a free video doorbell or Z-Wave garage door opener?

Who doesn't like free stuff? Give the referred person something too and

let them see what a great company you represent. Use Virtual Keypad to promote all the new things they now have available to them. Help keep them up to date by changing your offer regularly and don't forget to track what products get you the most referrals.

Consider this, 68% of people leave a business because of perceived indifference - customers think we just don't care. Why would they? We never see them after we make a sale, yet we keep sending them a bill and sometimes a letter saying we're raising their rates.

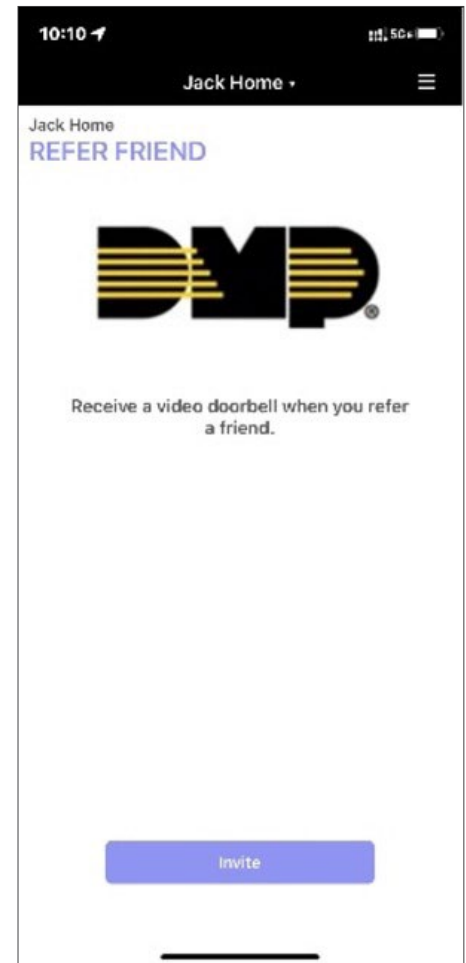
Why wouldn't they be interested in talking to our competitors who stop by and pay attention?

I suggest you direct your sales team or create a special account management team to make a customer appreciation call with all your customers.

You could promote it as a Customer Appreciation Program and make appointments to replace their yards signs and decals, test their systems and make sure they know what to do in the event of an emergency.

Explain your new referral program and how customers can get free products for helping their friends have the same piece of mind they have. You can conduct a Customer Appreciation program on an annual basis to ensure customers are up to date on the latest security and protection for their property.

You have a 60%-70% likelihood of selling an existing customer, versus 5%-25% for a new business. After using an account management system and calling on your existing customer on a regular basis, their satisfaction increases 20% and your



profits increase 15%. If you do this for five years or more, those numbers can double!

You're not only teaching your sales team how to get referrals, but also teaching customers on how to give them.

Until next time always remember, if you do not get the sale, you work for free!