

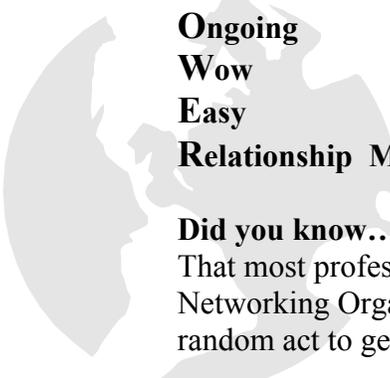
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# Power Marketing

## *Introduction*

**Are you getting the customers you deserve?  
Are you getting any referrals? If any...  
What kind of referrals are you getting?**

Power Marketing is about Referral Marketing or Relationship Marketing. Some people will tell you that **Time is money**; Some say it's Hard work, but **Power Marketing** is about relationships, money and a whole lot more.



**Personal  
Ongoing  
Wow  
Easy  
Relationship Marketing.**

### **Did you know...**

That most professionals don't actually have a plan of getting referrals, they leave it up to Networking Organizations, occasional lunches or coffees, golf, networking or any other random act to get them where they think they are going.

### **Here's some reasons WHY!**

**The top 3% set goals or follow their plans  
The top 10% group actually set goals  
The bottom 60% set goals on a "Crisis Management" basis  
The remainder 10% set few, if any goals at all  
Which person are you?**

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This work book will actually help you develop a plan of action. It will also help you learn to **ASK** for what you want. The meaning of **ASK** is:  
**Ask, Seek, & Knock.**

There are several benefits of referral marketing – the most obvious ones is new business, new friends, you will develop community in your business, it will be much easier to develop and grow your business.

**Top Businesses receive 90% or more of the business through referrals.**

**The average Business receives 30% or less.**

Where do you stand now in marketing yourself?  
What challenges or obstacles are you now facing?

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### **What is a Referral Partner?**

A referral partner/s is someone or persons who agree to give and receive referrals. They are prospects, clients or persons who agree together to work together to refer to one another.

This is a conscious relationship – in other words you need to recognize referring opportunities – in client meetings for example, you may ask if there is anything they need in their business that you could refer them to. You might give them cards, brochures and make a recommendation, or make an introduction, or arrange a person introduction.

You need to keep your referral partners updated, to maintain the best working relationship that you can. Some of the qualifiers that you may want to determine to add to your referral group or partner.

1. Who shares you with prospects – by giving your card to them or they tell you they can expect a call.
2. They are Professional and you feel comfortable in letting them serve your clients.
3. They are easily accessible.
4. They do not have conflicting referral partners or a group.
5. Who you feel comfortable in referring.

You may have long term referral partners. Team meetings help each member, and it gives you an opportunity to introduce them to other referral partners.

### **The Plan**

First of all, begin by listing people who you would like to have on board, as you work with them, you can determine if you or they want to be referral partners.

By working the Power Marketing Plan, you find out how easy it can be. The following are some questions you may want to select from for your success.

1. How many of what kind of referrals do I want and what do I want my referrer to do?
2. What do I need to do to achieve my goal/s?
3. How does everyone win?
4. What do I need to win?
5. What challenges might stop me?
6. What can I do to overcome these challenges?
7. What tracking methods am I using?
8. What am I using to overcome any negative thinking?
9. These are a few questions to help you in your checklist – you'll have more as you go along

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### **Get Referrals as Professionally as You Get Sales**

#### **1. Profile and Qualify**

Just like you profile your clients you need to profile your referrers. Developing a new relationship it will require your time and reciprocal referrals. Determine the contacts that they have, whether they will be accessible to maintain contact with you and whether they have what you want and can you be of service to them?

#### **Ideal Client Profile – Description of a company & individuals**

- Is there a dollar amount of sales they have achieved?
- What are the factors of dealing with a company?
- Is there a growth stage?
- Size?
- Industry?
- Is geographic important?
- Number of employees?
- Is there a level of income important?
- What kind of products or services do you have?
- Does it depend if you deal with a person or department head?
- Age?
- Marital status?
- Occupation?
- Income?
- Family members?
- Level of employment?

#### **Guidelines for Marketing YOU Inc.**

##### **The services I provide that set me apart (or my mission)**

Give your background or experience or your vision in what you want to achieve, assess, prescribe and then take the course of action.

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### **The Need**

Why? What is the Benefit?

### **Your Vision**

What's the advantage of working with you.

### **Who do I Best Serve?**

Ideal Client: My ideal client is....

Typical Client: A typical client is...

### **Signs to look for that may benefit from my Services:**

- What should **I** be looking for to help you find prospects
- What does their need/s look like
- Does Profitability/Income a clue for me
- Is Size important to recognize for me to ask if they can use this \_\_\_ service or product?
- Is there a challenge or a need that I need to be aware of?

### **Targeting Referrals**

There are five strategies to use to target referrals. You will recognize many referral opportunities. As you use each strategy you will gain confidence, better communication and develop better relationships.

**Inside Referrers:** These are people that are employees who can give you referrals, but not likely that you can return the favor. They may be people you can practice your script, and get feedback, in how you are doing.

**Referral Partners:** Are people that you build into your management team, someone that you can exchange referral, and that you agree to learn from each other. This is a long-term relationship.

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**Clients as referrers:** This is one of the most effective way to find satisfied, connected and influential clients.

**Referrals to New Key Referrers:** A new referral partner, this could be your clients or other advisors.

**Center of Influences:** These are people who are centered among people who can be prospects for you. They refer effectively and often. Your challenge is to enhance their image and benefit them.

### **Assess the Needs and Wants of your referrers**

Make it a practice to find out what potential referrers see in their future. Ask them if they have any goals or challenges. Ask them where they want to be in 3 years and what will it take for them to get there? This is a gathering background exercise.

#### **1. Determine Potential Benefits for Each Referrer So that you can “Sell” them on referring..**

The most common benefit for referrers is that they will enjoy being reciprocated with referrals. Make a list of the benefits, if they aren't any benefits they won't refer.

#### **2. Set target dates and build in urgency.**

Write out your obstacles, solutions and general ideas together to point out the need to refer. Agree on target dates, and write your date for following up.

#### **3. Stay flexible and resell if necessary.**

#### **4. Maintain a good relationship.**

Just as it is keeping customers, so is it keeping referrer. Keep referrers posted about your activity. Continually look for way to improve the relationship.

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### 5. Create guidelines for Referrers

- Clarify your thinking for yourself and your referral partner.
- Research possible referrals, after your referral partner gives you his/her guidelines.
- Tell stories of successes you have had with clients that you have been able to serve.
- Recommend a pace or schedule to receive referrals if that would work – like one each quarter. Or at will.
- List the tasks that you promise to research referrals and make introductions to your referral partners.

### Your Obstacles and Solutions

- *If your fear that your communication will not be as strong as other professional situations.* Then Prepare. Calculate the time to find and sell prospects to your referrer.
- *Lack of confidence or procrastination.* Pay attention to the negative talk that is producing resistance and change it.
- *Value of referrals are not equal.* If the benefits of the relationship will exceed individual efforts, that is inevitable.

### Referral Partner Obstacles and Solutions

- *I can't refer sufficiently to him or her.* Research and present possible additional benefits.
- *Fail to remember how to or fail to follow through.* Meet more often.
- *Lack of time.* Remind that the exchange cuts business development time.
- *Other Loyalties.* Re-qualify and negotiate.
- *Fear relationships will be jeopardized.* Focus on benefits. Summarize how you can benefit each other, and get the approval.

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### The Activity Advantage of Referral Marketing

<b>Cold Calling</b>	<b>VS</b>	<b>Referrals</b>
<b>Cold calling prospects</b>		
<b>Total Activity –</b>	<b>70 hours</b>	<b>3 hours</b>
<b># of calls 500</b>		<b>7</b>
<b># of contacts 90</b>		<b>3</b>
<b># of appts 16</b>		<b>2</b>
<b># of presentations 12</b>		<b>2</b>

All this activity in make cold calls to produce one sale to an ideal client.

### Check List for your Referral Partners

#### Personal – How I win?

- Dollar and/or career value of the number of referrals anticipated
- Increased career satisfaction is targeting the work that is more profitable and that I most enjoy. I am able to replace much of my sales activity with client work.
- Ability to develop preferred clients that would be difficult to approach without an influential, trained referrer.
- Improved relationship with my Referral Partner
- Less time and rejection in sales efforts.
- More time and money for important goals.
- My referral partner can find more prospects for me in his or her sphere of influence than I can in mine.
- I will learn how to develop Referral partners as I work this plan.

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### **Referrer – How do my Referral Partner/s win?**

- I can promote my referral partner more strongly than he or she can.
- I can find more prospects for my partner, within my centre of influence.
- My partner will benefit if my work with their clients, makes their clients more profitable.
- I will improve my relationships – it will bring joy, fun, good feelings, in helping others.
- I will enjoy becoming more involved in benefiting others.
- I will receive referrals.
- Train my partners' to refer and those referrers.
- Enhance my partner's image.

### **Prospects – How do my prospects that are referred win?**

- They will be more trusting in discussing needs, will expect more therefore will probably get more.
- They will be introduced to an important message, hear information, get recommendations and be led to a decision. If they buy, they will realize the benefits of purchasing.
- They can check out my character, capability and commitment to qualify through my referral partner.
- They will enjoy me.

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**This is a chart for you to find your Centre of Influences. Start first by working your own circle, and then start adding people from other circles.**

### HEALTH SERVICES

Chiropractor  
Therapist/Massage  
Hairstylist  
Nutritionist  
Fitness Trainer  
Health Products  
Counselor

### PROFESSIONAL SERVICES

Lawyer  
Accountant  
Financial Planner  
Sales Person  
Business Coach  
Public Relations

### BUSINESS SERVICES

Marketing Consultant  
Graphic Artist  
Printer  
Business Planner  
Telecommunications  
Information Brokers  
Internet

### REAL ESTATE

Residential/Commercial  
Investment Brokers  
Mortgage Brokers  
Banker  
Lawyer

### CONTRACTORS

Painters/Electronics  
Architect  
Landscape/  
Construction new  
Engineers

### OTHER SERVICES

Florists  
Gift Baskets  
Auto repair  
Long Distance Provider  
Maid Services

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### **Methods to Track Success**

Tracking your success and making progress are important to you. Measurable results can be tracked by your guidelines.

- Number of Referral Partners developed
- Referrals given and referrals release for contact.
- Tasks checked off on a task sheet
- Skills developed
- Use various benchmarks for your results.

### **Affirmations and Visualization**

You can and should mentally picture and verbalize things you want to happen, as if they have already happened. You will raise your level of belief, expectations, and motivation. This will be reinforced through repetition.

#### **Visualization**

- See your referral partner refer.
- See yourself confidently and professionally modeling what your partner can do to train you.
- See everyone benefiting
- See yourself acting on what you say and what you are going to do.

#### **Affirmations**

- I have effective guidelines that instruct, motivate and inspire me.
- My referral partner and I trust one another to provide the best available products/service to people that we refer. Our credibility improves through being to make good referrals.
- We have the time and the money we need to deliver a quality product/service to our clients because we each add to the “sales team” of the other, saving time and increasing income.
- I am a leader. I am a visionary who is goal-directed. I am able to manage the efforts of our partnership to achieve important business goals, client goals, and personal goals.

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### **Do you have a Plan in Attracting Your Perfect Clients?**

There are special moments for each of us when we haven an opportunity to make a commitment that will be life-changing. Your success in your business depends upon selecting clients that have the same values as you have, your commitment to get them will be critical to your professional and personal achievement.

Over the years, thousands of program participants make this commitment and have had outstanding success. Many participants have eliminated frustration, in finding the right people to work with, whether they are referrals from clients or from people outside your inner circle. The best of times we all have one time or another struggle with sales, if they used a program like this one, then they would all be prosperous sooner and have great on-going relationships. Those who use this program and coaching that is available will benefit greatly.

Since you want more and better referrals, have you also committed in getting them? If you have there are four steps for success to make this happen.

- Commit to developing important communications skills ensuring that you ask, speak crisp, clear and concise to motivate, inspire and instruct your referrers what you want from them.
- Commit to planning in getting your referrals
- Commit in acting on your plans to get referrals, finishing your weekly tasks.
- Use your materials given from this program.

**This is your moment..**

Our opportunities are given to us through people. You can get there quickly by planning, targeting, and visualizing what you what now!

## **In Closing**

**There are three essentials to leadership;  
Humility, Clarity and Courage.**

*Ch'n Master Fuchan Yuan*

**Blaze your own trail .. to achieve your all your goals.**