

Phil's incredible referral acquisition script

Stage 1

It is vital to get an upfront commitment when looking to gain an action from a customer. This can be achieved quite simply with the inclusion of some simple magic words.

"You couldn't do me a small favor could you?"

EVERYBODY says YES

Stage 2

We must now position the request.

"You wouldn't happen to know, maybe just 1 person, who just like you would benefit from (insert benefit)?"

Benefits could include

- Being able to sit out and enjoy their garden whatever the weather
- A personal and expert service
- Feeling proud of the environment they live or work in
- Having a team around them that are here to provide ongoing support, care and maintenance for their garden

Simply provide them with the specific benefit that they thanked you for.

Stage 3

SHUT UP! Self-explanatory really – you must let them think of someone

Stage 4

Watch for them changing their physiology; either a move forward or backwards, a shuffle on their seat or perhaps even a sharp intake of breath. This tells you they have thought of someone.

Stage 5

"Don't worry. I am not looking for their details now but who was it you are thinking of?"

—
Await name

Stage 6

Ask them when they are next likely to see this person?

Gain response

Stage 7

"Great, you couldn't do me a further favor could you?"

EVERYBODY says YES

Stage 8

"Would it be ok if when you see them next you could have a short conversation with them and explain your experience of working with us and see if they are open-minded to taking a call from us so that we can help them in the same way that we have helped you?"

Await response

Stage 9

Agree a specific time and date to follow up with them

Stage 10

Open scheduled call with the words "I am just calling as promised" to which they reply "Thank you"

Stage 11

"I am guessing that you did not manage to speak with (insert name)?"

If they say yes then take your referral

If they say no they will make contact promptly and then reply to you once they have agreement for you to call them.



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