

How To Give Quality Referrals

1. **Find the needs of your team by listening to other people's needs.** When you are at your weekly meeting and it's time to say who you are, make sure there is nothing distracting you. Listen intently to what your teammates are saying. Hear their needs, pick up on their niche. If you need clarification, ask them. Don't hesitate to want to know more about them and their company.
2. **Ask the client if it's okay for your network colleague to call them.** If the prospect isn't interested in receiving a call, that person may not be a good referral. Members of some professions are not allowed to phone potential clients, but you may be able to make an introductory call or email yourself. Always be willing to connect one another.
3. **Be entirely honest about what you know about both people.** If your fellow GROW member charges high rates, say so. If you don't know much about the prospect, say that, too. The most important thing is to make the connection and hand off so that the GROW member has a chance to serve the client.
4. **Pass it right away.** Time is of the essence. Don't wait for the next GROW weekly meeting to pass along the lead. Your colleague could miss a very valuable opportunity.
5. **Don't give marginal referrals.** Bad referrals hurt your reputation on the team. High-quality referrals are more likely to turn into sales.

How To Handle Referrals After You Receive Them

1. **Follow up with the referral quickly.** If you can follow up within 2 hours your chance of closing the business is much higher than if you wait.
2. **Ask the referral how that person knows the GROW member who referred you.** Talking up your fellow members is a good thing, and it helps start a conversation.
3. **Provide a status report to the person who gave you the referral.** Let them know what you've done to follow up.
4. **If it turns out not to be a good referral, thank the giver and explain why this person was not a good referral for you.** (If you can refer that person to someone else in the network, even better!)

What tips can you share for giving and handling referrals?

