



# Referral tips and helpful insights

These tips were put together from referrers like you.  
We hope that they will help you generate new referrals.

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# How to identify a successful referral

These are some details that helped other referrers identify who would be their next potential referral

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1. Identify people who have emails with generic domains (eg. @gmail or @yahoo) or who use a webmail system
2. Recommend Google Workspace to entrepreneurs and independent professionals
3. Seek companies who handle businesses that need extra mobility and tools that aren't associated with a specific device
4. Develop your own website to demonstrate the benefits of Google Workspace
5. Emphasise that Google Workspace eliminates the inconvenience of server crashes, spam, lack of space and poor storage capacity
6. Mention the ease and usability of the Google Workspace tools
7. Explain how the characteristics and advantages of Google Workspace offset other costs
8. Talk about problems that can be solved by using a suite of integrated tools



# Basic questions to start a successful recommendation

Asking the right questions is the key to generating good referrals.

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1. Which email platform do you use?
2. Why don't you have an email with your own domain?
3. Have you considered the benefits if your email was @mycompany.com?
4. Do you have owned or leased servers?
5. Does your company have problems with spam, data loss or instability in network connection?
6. Does your company have a cloud storage solution?
7. Would you like to ensure the safety of your data?
8. Do your employees waste a lot of time performing IT tasks?
9. Would you like to have the IT services of a big company without investing in infrastructure or maintenance?
10. Could your employees benefit from a better communication platform?
11. Would you like to give your team the tools to increase productivity and effectiveness?
12. Does your company have employees who travel or work remotely, who also need to stay up to date and connected with the office?
13. Do your employees use an online calendar that can be updated in real time to organise their activities and help schedule optimal meeting times?
14. Would you like access your work documents and your company email from anywhere and from any device, even when travelling?
15. Can your employees benefit from working on the same documents or presentations simultaneously rather than sending files back and forth?
16. Does your company need large storage capacity?



# Quotes from our referrers

Read some of the conclusions and recommendations from other referrers

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## Keep networking

*'I spread the word among all my contacts. If you already know the tools and their potential, it will be very easy for you to find referrals.'*

– **J. O. Cota**

## Research your client's needs

*'To make a good referral, you need to understand what the customer needs, to determine the areas that [Google Workspace] can solve.'*

– **G. Pereira**

*'Knowing the needs of the potential customer as well as using the [Google Workspace] tools will give you an idea of how the platform can meet customer expectations.'*

– **H. Esguerra**

*'If we see that the client has communication issues, we suggest using Calendar and [Google Meet] and this changes their life!'*

– **E. Stumpf**

## Care for the customer

*'Before they even have problems, customers feel safe because they know that Google will support them.'*

– **E. Stumpf**



## How to reach potential customers

*'When I notice that a business uses an email address ending in @hotmail, @outlook or @gmail I say "Hey, why don't you use an email with your own domain?"'*

**– J. Oscar**

*'Have you considered the benefits or would your business change if your email address was @mycompany.com?'*

**– H. Esguerra**

## Demonstrate the benefits of Google Workspace's tools

*'I always do a demo of how the [Google Workspace] platform works starting with my email. I access, create and share documents. I show them how I work with my team in different locations and all in real time'*

**– J. E. Cota**

*'[S]how the advantages of collaborating in the same document, communicating over video chat or messaging through [Google Meet], all working on the same email platform, which will allow them to realise they can work anywhere and on any device.'*

**– J. Andrade**

*'Many companies do not have servers, do not use the cloud, do not have version control and rely heavily on the computer. This can cause serious business losses, which [Google Workspace] can avoid.'*

**– E. Stumpf**