

## Referral Program

When you've completed the job, go over the work that was done with the client. If the customer is happy with the results, ask them nicely to complete this questionnaire while you clean up.

Nine times out of ten... you'll get it right back completely filled out!

This questionnaire:

Helps you track how you get clients. For example, they may answer they found you from a yellow pages ad. This information is extremely important. It allows you to see how much money you made from that ad in the yellow pages (or whatever marketing method they came from) and compare that to how much you spent on the yellow pages ad or other method.

Helps you get more referrals. You should aim to get receive three referrals for every client.

If you have employees, train them to hand the questionnaire to clients as well. It's absolutely an amazing way to grow your business.

So don't wait. Make plenty of copies, and start using it today!

### **Once you have referrals... What do you do next?**

The first and most effective way to contact a referral is by phone. There is a script in the resources folder that you can use as a guide.

You should call the referral within 3 days of receiving their name and information.

It's a waste of time if you get referrals and never follow up. So, if you personally dislike making cold calls, then have one of your employees do it or hire someone.

With the referral call script you should be able to book an appointment for a Free Carpet Cleaning Inspection with at least half of the referrals.

From those appointments, you should be able to close at least half as clients. With an average job of at least \$250, this is an extremely profitable way to get new customers.

### **Another way to get referrals**

The second way to contact a referral is to send them an email. There is an email template for referrals also.

Within a day of receiving the name, use the template and send an email to the referral.

Since, new email from places or people not recognised can end up in the junk folder, the referral may not see it.

If they do call after receiving the email, you simply finish out the appointment making process and go do the Free Carpet Cleaning Inspection.

However, if you do not hear from them after no more than 2 days, but you have a number, then call them to follow up on sending the email.

### **The third way to contact referrals**

A third way to contact your referrals is to mail them something. Turn the phone script and email template into a one page letter or post card and mail the offer to the referral.

Again, get them in the mail right away, as you want them to get it in about 3 days or less. If they contact you after receiving the mail piece, confirm the appointment. If not, follow up to be sure they received the mail you sent, then make the appointment.

You will find the scripts for referrals in the resources folder.