

Referral Challenge Worksheet

The “Referral Challenge” is simply this: Promote referrals to the next 25 clients you talk to. Use one of the “Referral Conversations.” Write down the client name, note which number of which *Conversation* you have. If you make one up, summarize briefly. Note the outcome. Most clients will say, “I don’t know anyone.” But at least one or two people out of 25 will know someone right now.

#	Client Name	Conversation	Outcome
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Referral Conversations

There are (at least) five situations in which your clients' friends and associates can benefit from talking to a financial advisor.

By gently educating your clients to be alert for these situations, you are showing them how to help their friends. "Helping friends" is a stronger motivation than "helping advisor."

These "conversations" will help you educate your clients on these situations in which their friends need help. If you also let them know you value and accept their referrals, you can get your business to the point it grows exclusively from client referrals.

The five categories all involve major changes in: employment, marital, health, and inheritance. Add "unhappy with advisor" and you have the life events that will prompt your referrals.

- 1. Thank You Method:** Yesterday (or today), I was (describe activity-working in my shop, driving to pick up my kids, whatever) and I was thinking of you. This really warm feeling came over me and I wanted to call and say thank you so much for referring me to (clients referred). They are such wonderful people and I wouldn't have met them without you. So thank you very much.
- 2. Appreciation:** I want you to know how much I appreciate working with you. In fact, I wish I had a hundred more clients just like you. So if you ever have a friend or family member that needs help with their finances, don't hesitate to let me know, okay? I'd be happy to help in any way I can.
- 3. Reminder:** Before I forget, I wanted to let you know that I'm currently taking on new clients again. So if there's ever anyone you know who has expressed the need for financial advice, please think of me.
- 4. New to Area:** You probably can't think of anyone right now who is new in your (country club/neighborhood/company/whatever). But if someone comes to mind, they probably need a local financial advisor. If they are someone you want to help, I would be happy to talk to them.
- 5. Ask for a recommendation:** A common reason people send business our way is because a friend or associate asks for a recommendation. They may be unhappy with their advisor, or just feel they need a second opinion. Just so you know, we value and accept your referrals and if anyone does ask, we will be happy to give them a second opinion at no cost or obligation.
- 6. About to Retire:** In the circles you move in, you probably run into people from time to time who are going to retire or are at least thinking about it. The decisions someone makes when they retire can affect the rest of their lives. If you talk to a friend or associate and think they need help, please think of us. Referring us is a good way for you to help.

7. **Change in marital status:** One of the reasons people need to talk to a financial advisor is because of a recent change in their marital status. Usually this means divorce, separation, or even the death of a spouse. If you learn of a situation like this, I would be more than happy to offer a second opinion on how to make sure their financial goals aren't set back. Sometimes it does take an extra pair of eyes on the problem.
8. **Lump Sum:** One focus of my business is helping those who inherited some money, got an insurance settlement, sold a piece of property, or even won the lottery. Too often, people who come into a lot of money don't make good decisions. If anyone you care about is like that, tell them to give me a call. There's no cost or obligation.
9. **New Job:** Let me ask you this. Is there anyone you know who has moved from one company to another?

***NO:** If you run into anyone, I would love to give them a first, or even second opinion regarding their 401(k). There are some important decisions that need to be made that I can help with. If you feel comfortable introducing me, I would be honored.*

***YES:** The reason for asking is that there could be some issues with leaving their 401(k) behind. If you feel comfortable introducing me, I would be honored. If you see or talk to this person, would you ask if it's OK if I give them a call? (RESPONSE) Should I check back with you or will you just take it from here?*

10. **Staying in Touch:** If you run across a friend or acquaintance who tells you they rarely hear from their advisor, would you be sure to pass my name on to them?
11. **Unhappy with Advisor:** One of the main reasons clients refer business our way is they have a friend or relative who is unhappy with their advisor. If you run into a situation like that, you can always volunteer my services for a second opinion.
12. **Business Focus:** Do you know what I actually focus my business on? Basically, I concentrate on two areas: retirement planning, and estate planning. Do you understand the difference between these two?

With retirement planning, we try to make certain you don't run out of money before you die. But with estate planning, we try to make sure your heirs—not your uncle—get what's left. The reason for mentioning this is, sooner or later, you are going to run into someone who needs retirement planning or estate planning.

I wanted you to understand fully what I do because I would love to have more clients just like you. May I send you a couple of my business cards in case you run into anyone?