

## The definition of a referral

**The definition of a referral:** the opportunity to do business with someone who is in the market to buy product or service. (Not a guaranteed sale, but an opportunity to discuss your business)

**In giving a good referral there are six points to follow.**

1. Listen for a need when talking with someone you have met. A good networker has two good ears and one mouth and uses them proportionately.
2. Tell the person that you know someone who can provide the service they are looking for.
3. If you have done business with the member share your experience with them.
4. Give out the business card of the member you are referring and ask for the individual's card (if they have one).
5. Ask if it is ok to have the network member call.
6. If the answer is yes, fill out a referral slip and give it to the network member at the next meeting, this will keep a record for you to then follow up the network member and the results.

### Examples of a good referral:

**Hot** – someone needs a new office printer. A member of MBN gave them your business card and they are expecting to receive a call from you.

**Warm** – Someone is new to the area and needs someone to wash and groom their dog. An MBN member gave your business card and has asked that you call next week.

**Cool** – Someone is shopping around for house insurance and has expressed interest in receiving a quote from your company. An MBN member has given your business card, you should make contact soon.