



## 5 Tips for Turning Happy Clients into Your Best Referral Sources

### Description

There are many reasons that your happy clients or customers can be some of your best sources for referrals. They know and love you and your company, and they can speak to the many ways in which you've helped them with your product or service. Since they're thrilled with what you've provided, it's easy for them to think of others who might also greatly benefit from working with you. However, it can be difficult to breach the subject of a referral or introduction.

Are you nervous to ask your clients or customers to refer you to their network? Don't be!

**Here are five easy tips to keep in mind when asking for introductions and referrals on your behalf:**

1. **Plant the seed.** During early conversations, subtly plant a seed in reference to your business growth through word of mouth from existing business. Perhaps they were introduced to you through a client or customer? If so, mention this and let them know how much you appreciate the referral.
2. **Mention referrals when the opportunities arise.** Are they thanking you for helping them, or expressing how happy they are with your product or service? This is the perfect time to leverage their satisfaction into a referral reminder.
3. **Offer specials.** Create coupons, promotions or incentives for existing clients or customers to encourage them to speak with others and spread the word about your products or services.
4. **Follow through.** Make sure to follow up on any promises or with anyone who has indicated they might have some referrals in the future.
5. **Remember that you're helping, not selling.** If you think of the process of asking for referrals as just finding other companies and individuals you might be able to help, you'll feel less sales-y and reluctant to ask for them. Remember, you're helping, not selling!

Do you have other tips for asking your existing clients or customers to refer you to their network? Let us know we'd love to hear from you (and grow our list)!

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**Author**

lisa-peskin

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