

LEADS BY REFERRAL

THE GIFT THAT KEEPS ON GIVING



STEP 1

YOUR COMMITMENT TO THE CUSTOMER FOR LIFE



- No more "Use me and discard me."
- Your company needs to be built with the needs of its clients in mind. Their connection and experience with you.
- You need to incorporate this into the culture of your organization.

Keep in mind that just because a customer gives you money once doesn't mean that they will always be devoted to you. You should think of them as erratic, unpredictable, and easily swayed by market forces. It's likely that you won't see them, their money, or their friends again unless you take constant steps to jog their memory and strengthen your relationship. To ensure a lasting connection and maintain their interest, it is important to consistently engage with them and reinforce your bond.

STEP 2

DESERVE THE RIGHT TO RECOMMENDATIONS AND CONTINUED BUSINESS

- Make your customers feel confident they made the right choice with you.
- Create magic moments rather than tragic moments.
- Be mindful of the details
- Be outstanding in all of your interactions with customers
- Make a lasting impressions! Be memorable!

Also, take into consideration; A perfectly pleased client should be your minimum acceptable level since, regardless of the state of the economy, customers want us to perform the work well, utilize the greatest materials, and stick to the toughest standards. You must put a lot of effort into developing devoted followers if you want to increase rereferrals and set yourself apart from the competitors.



STEP 3

DEMONSTRATE YOUR APPRECIATION - EXPRESS YOUR THANK YOU

- Everyone, including you, want to be that "special" customer.
- Express your genuine gratitude for their business and the faith and confidence they had in you.
- Write notes of gratitude
- Make "happy Calls"
- Make in-person visits.
- Send or give a gift

STEP 4

EARN AND USE 5 STARS REVIEW TO YOUR BENEFIT

- Always and regularly ask customers for reviews
- Encourage customers to write reviews on Google, Facebook, and the Better Business Bureau (BBB).
- Screen Feedback
- Display Positive feedback and reviews: become testimonials on Facebook, Google and your website.



- **Negative reviews:** Find them before they go online and make changes in response to input.
- Use positive reviews in you marketing & sales efforts

Keep in mind that you need to know what your customers and potential customers will say about you before they do it! Especially in this constantly linked world of Google, Facebook, X, HomeAdvisor, and other **social platforms**.

STEP 5

STAY IN TOUCH - MAINTAIN ONGOING COMMUNICATION INDEFINITELY

- Establish a comprehensive and engaging communication system that includes a variety of mediums such as postcards, letters, emails, newsletters (both digital and print), and phone calls. This will help to maintain a strong presence in the minds of your audience, promote additional services, and consistently seek referrals.
- Become your customer trusted advisor for any home improvement project.
- Recognize and incentivize each referral

Keep in mind that most referral opportunities arise well after the job has been finished. To ensure maximum repeat business and referrals, it is crucial to maintain a strong presence in the minds of your customers long after completing their project. This can be achieved by staying in touch with them at regular intervals, such as 2 months, 6 months, 15 months, or even 60 months. Operating under the assumption that your customers will remain loyal and proactively reach out to you for future needs or refer your business to others can have significant financial implications.

SHOESTRING MEDIA



2967 DUNDAS ST. W. #333 TORONTO, ON M6P 1Z2



INFO@SHOESTRINGMEDIA.CO



1-888-640-1005



WWW.SHOESTRINGMEDIA.CO

