



CREATE A  
SALES TEAM  
YOU DON'T  
HAVE TO PAY  
FOR!!







Increase leads



Establish referral strategy



Develop stronger  
relationships

WHY ARE  
WE  
HERE?

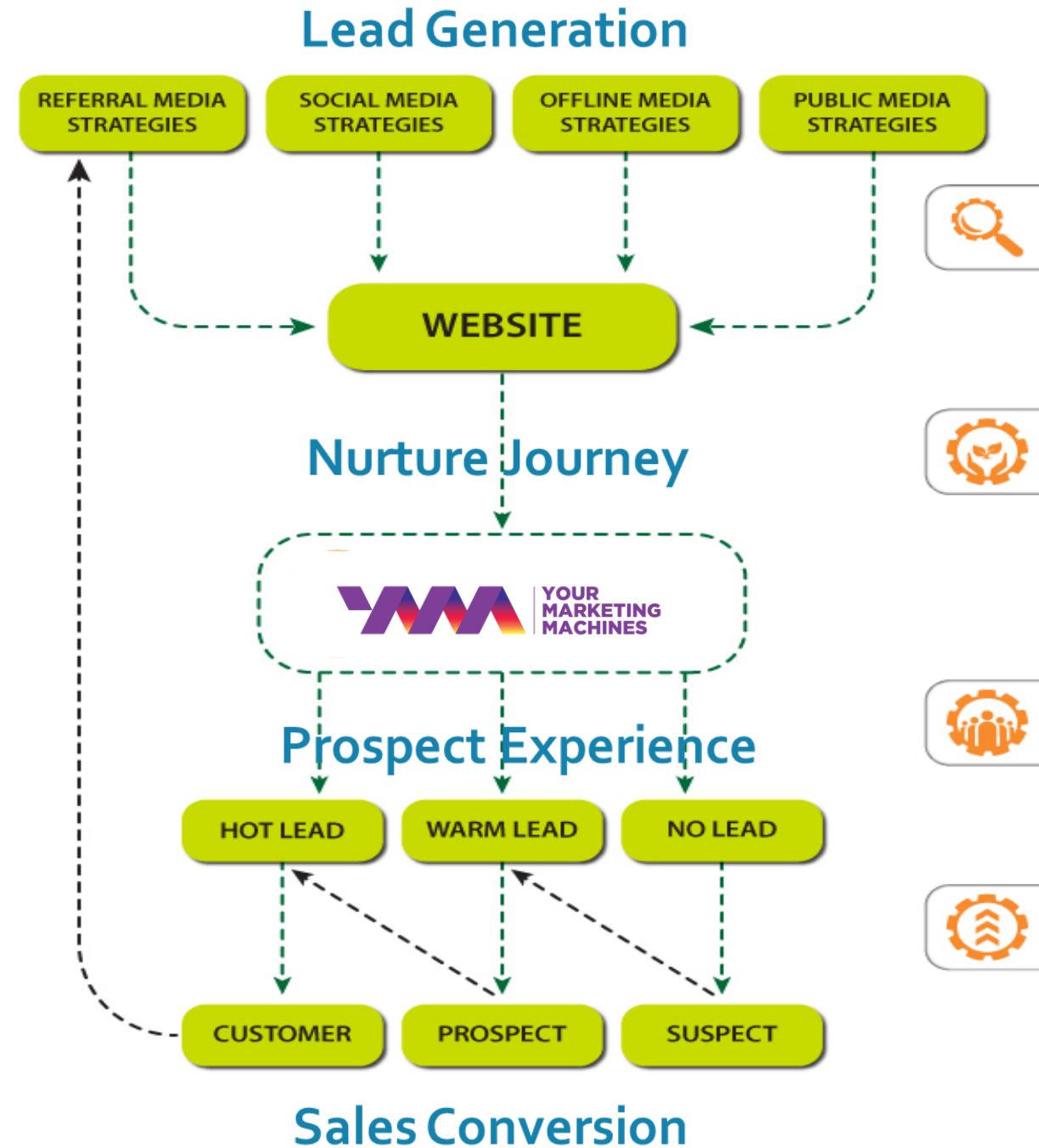


A vibrant, high-energy scene of a crowd at a concert or festival. The image is dominated by a warm, golden-yellow glow, likely from stage lights or a sunset. In the foreground and middle ground, numerous silhouetted hands are raised high in the air, some with fingers spread, others in a 'rock on' gesture. The background is a bright, hazy expanse of light, creating a sense of a large, open space. The overall mood is one of excitement and collective celebration.

**CREATE RAVING FANS**



THE POWER OF  
LEVERAGE!





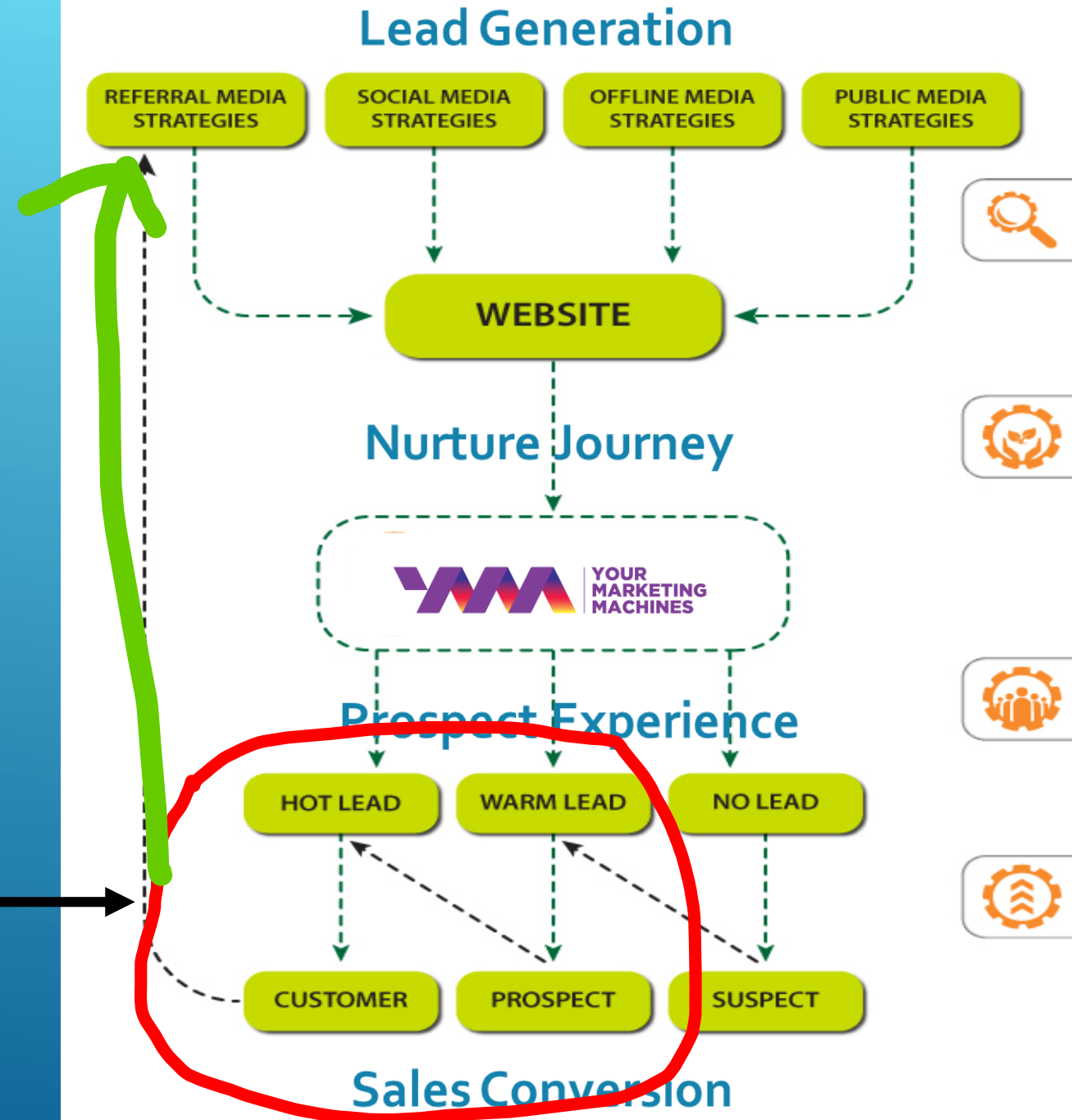
THE POWER OF  
LEVERAGE!








THE POWER OF  
LEVERAGE!



# WHY REFERRALS SHOULD BE YOUR MAIN STRATEGY





- 
- A person is seen from behind, standing with hands on hips and looking up at a network of stylized person icons connected by dashed lines. The background is a solid blue color with a light blue geometric shape in the bottom right corner.
- ▶ Value Friends/colleagues more than advertising
  - ▶ 2<sup>nd</sup> party recommendation
  - ▶ Happens without your involvement
  - ▶ Conversion rate can be faster

# IDENTIFYING KEY REFERRERS

Your referrals are  
**at the core**  
of my business



*at the core  
of my business*



## IDENTIFYING KEY REFERRERS

- ▶ Who has the same customers as you BUT doesn't compete?
- ▶ Can you both offer complimentary services/specials/products?
- ▶ Do you have Customers who have received phenomenal service from you?



# 3 MAIN REFERRAL STRATEGIES!!!





# KEY REFERRAL STRATEGY 1 – BUSINESS NETWORKING

# KEY REFERRAL STRATEGY 2 – STRATEGIC PARTNERS





# KEY REFERRAL STRATEGY 3 – EXISTING CLIENTS

101 FORMULA FOR  
REFERRAL MARKETING

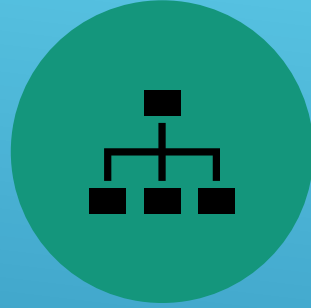
REFERRALS



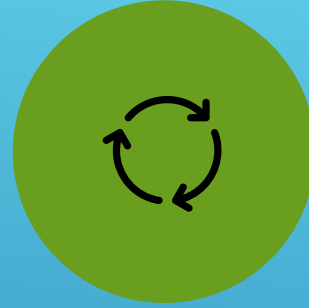




ENVIRONMENT



STRUCTURE



IMPLEMENTATIO  
N



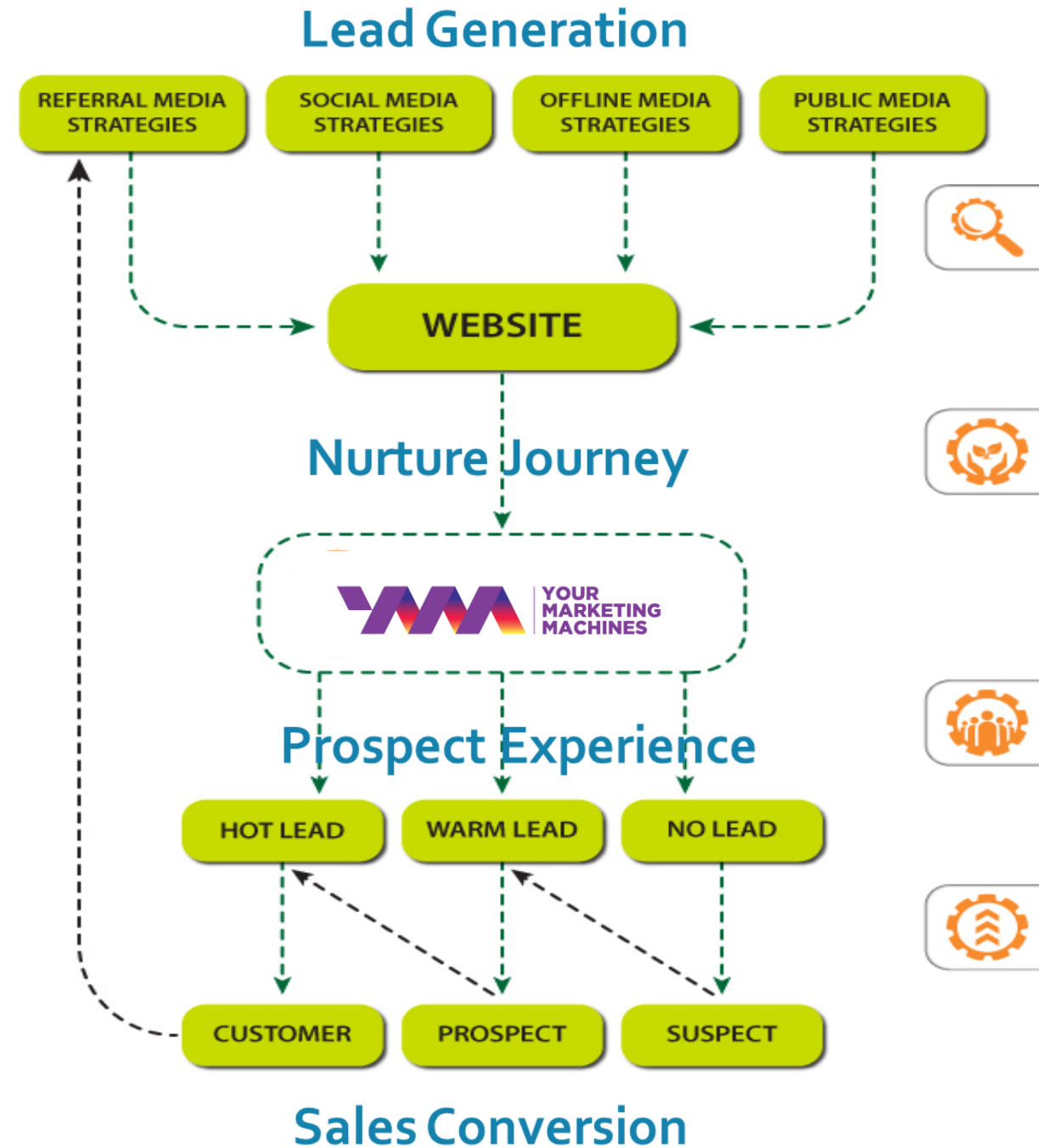
PEOPLE

# 101 FORMULA FOR REFERRAL MARKETING

Your  
Questions

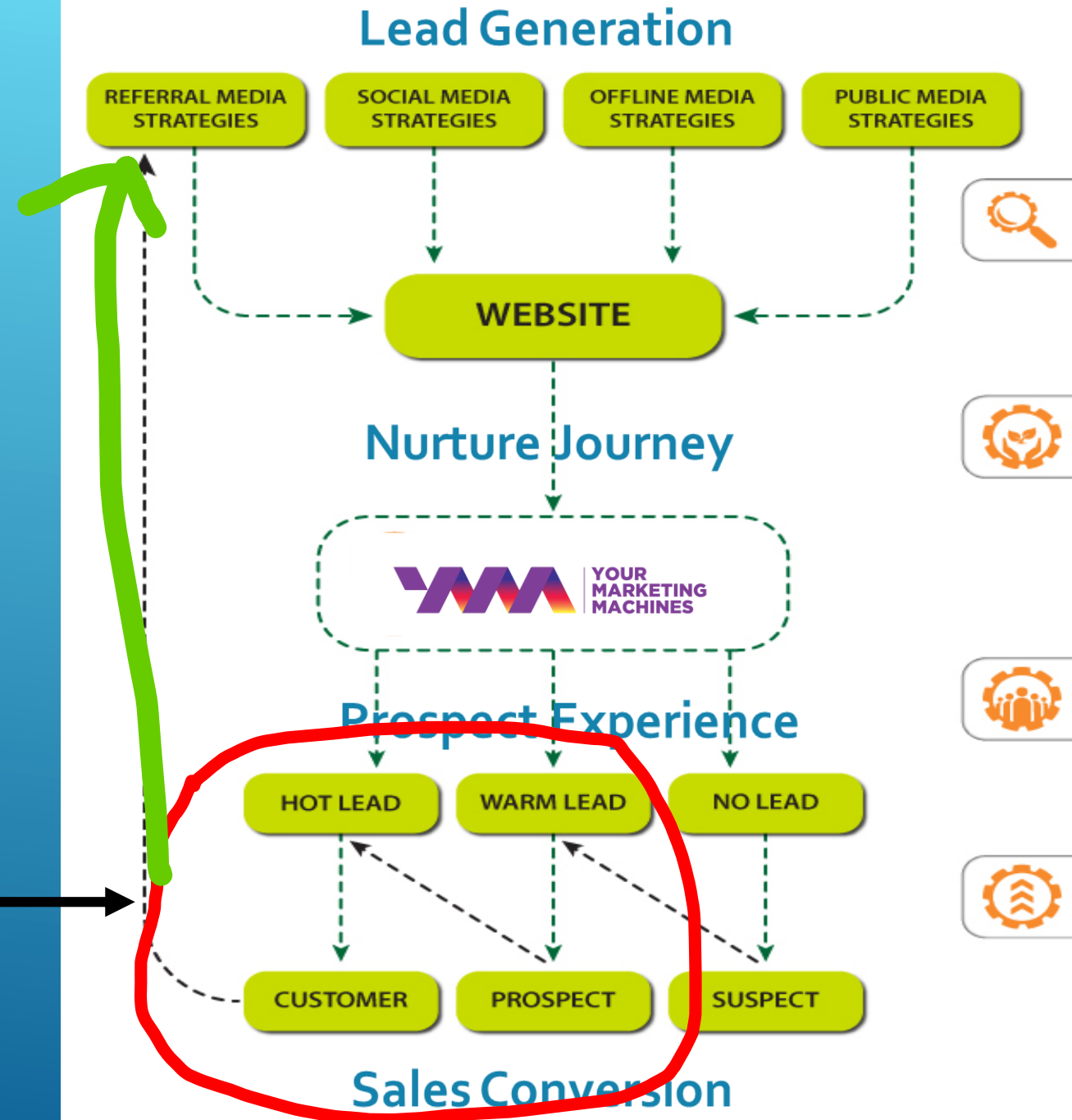


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LEVERAGE!





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LEVERAGE!







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- ▶ Implement some of the recommendations suggested
- ▶ Reach out and book a 1 on 1 session -  
<https://adams.businessstation.com.au/Identity/Account/Login>
- ▶ Join us for other webinars to expand on your marketing knowledge -  
<https://asbas.rdadbrisbane.org.au/webinars>

NEXT STEPS ...



CREATE A SALES  
TEAM YOU DON'T  
HAVE TO PAY FOR!!



YOUR  
MARKETING  
MACHINES