For the Love of the Right Referrals

Most of the time, we can manage somehow to get a referral. But today's topic is to dig a little deeper and get the "*right*" referral. Are there ever times where you're in situations where you're a little uncomfortable and you don't know what say? Maybe you're asked to stand up at a meeting and you get a little tongue tied and you don't know exactly how to introduce yourself.

Well today's message is meant just for you. We've all been there, we've all stuttered, we've all stumbled. What I'm going to promise today is that this will be breakthrough material for you. Can you commit 21 minutes a day to listen to this material. That's 21 minutes a day for 21 days. This will change your comfort level about how you feel about asking for the right referrals.

Now there are those of you who are in the audience that are doing a pretty good job at getting referrals. And that's what I fear. Because "getting good referrals" is the enemy of "getting great referrals."

It's very important to have a word track that is so engrained into your being that it covers all the specified categories that need to be covered when you are coaching a client or a referral. So please attempt to be open-minded and embrace the material. The notion that if you're not getting the right referral when you ask for them, might start with the fact that we need to coach the client in a better way so that they can actually give you what you want. They want to help you. But we have to coach them better on what we are looking for.

Remember if you're a team member or you're a business owner, it doesn't matter what industry you are in, you are primarily self employed and if you are in a sales oriented job your effort determines a lot of your future income. Also embrace the fact that you do not have to do business with people you know up front have a terrible outlook on life. It's just going to continue to be an uphill struggle for you.   You may have some previous knowledge about their reputation or their past dealings. Maybe they have a reputation in the community for not paying on time or not paying at all. Save yourself some grief, you don't have to work with these people. What I am trying to communicate with you is you're saving yourself a lot of wasted energy – by **not** pursuing their business. You're also saving yourself a lot of money, because these types of people will wear you out. And they will suck a lot of positive energy right out of your very being. So when you're asking for a referral make sure you're asking to be referred to an upbeat positive person. That is an absolute critical attitude that you need to take as you start this process.

Let's move on to the 4 referral situations.

The 4 referral situations: Our team is extremely interested in the following referrals.

If you're driving don't do this, but if you're not driving close your eyes and just think about this for a second. Which friends, neighbors, coworkers, or relatives that you know of fit into these four situations?

1. Friends, neighbors, co-workers and relatives that are frustrated right now with their insurance prices.

2. Friends, neighbors, co-workers and relatives that don't even have a relationship with their agent.
3. Friends, neighbors, co-workers and relatives that don't even know the name of their agent.
4. Friends, neighbors, co-workers and relatives that really have an authentic desire to get more value for their dollar.

Man let me tell you, that's some good stuff out their guys and gals. I hope you are listening to that.

1. Frustrated about their insurance prices
2. Don't have a relationship with their agent
3. Doesn't even know the name of their agent
4. They have an authentic desire to get more value for their dollar

 Now let's move on to the 4 referral categories. I am going to give you the categories and then I am going to give you a description. The categories are:

1. Young Couples
2. Small Business Owners
3. Advanced Life Cases
4. Long Term Care

So let's role play:

"Joe, the kind of referral we are looking for could be a young couple just getting started. Maybe they are still renting. We can offer them renters insurance, flood insurance, family life insurance, auto insurance, a myriad of option are available to help them."

 So that's a word track for a **referral category number one, a young couple.**

Referral category number two a small business owner or someone in management at a small business. A word track example might be:

"Joe another person we'd like to meet is a small business owner or someone in management at a small business. Usually what we're talking about is an organization with 50 or less employees. We can offer them all of what we offer the young couple plus business insurance coverage."

 "Joe, everyone you know who is a tenant in a strip shopping center are great prospects, great coverage, extremely competitive rates, and we can take care of their personal lines of coverage as well."

 So that's referral category number two the small business owner.

Referral category number 3 Advanced Life Cases:

Here's a possible word track I would like to offer:

"Joe, another group of people that we would like to visit with is advanced life insurance cases. Usually these are business owners who need buy/sell agreements to purchase additional life insurance. Perhaps

they need key employee insurance. Also, lots of time employees are retiring and losing their group life coverage. That would be a really good time for us to meet them. So if you keep your ears open on that Joe, that would really help us a lot. "

(Listening audience - please keep in mind that they actually need private life insurance more now than ever before. Why? Because the retired employees are closer now than they ever have been to dying.) And that is not the time to have inadequate life insurance. All you have to do is ask a widow whose husband never properly prepared for his inevitable untimely death. Another thing I think of often is, never in my 26+ years in the insurance industry have I had a wife tell me, "Marvin, my husband left me too much life insurance money". The need is always there. Please, please embrace that concept.

Ok are your ready for the 4th category?

The 4th referral category, Long Term Care:

Vital coverage that is most misunderstood in today's society is Long term care. Long Term Care protects the inheritance of the children. Because either an insurance company is going to pay for that care because a policy has been implemented or the private family assets will have to take care of that individual with the illness. Here is a word track that I might offer:

"If the private family assets have to pay Joe, a whole lifetime of accumulation of funds and retirement plans and hard work by the parents can literally leave their children with nothing in the event of a long term illness. So Joe, obviously you can see where long term care would be very important."

So in summary, what we are talking about is the four referral categories.

1. **Looking to talk to the young couple**
2. **Looking to talk to the small business owner or someone in management at a small business**
3. **Looking for the advanced life cases. And finally;**
4. **Looking for the people who would have the need for long term care.**

What you look for is what you're going to find good people. One last concluding word track you might consider.

Remember Joe. Just keep your ears and eyes open and think of friends, neighbors, co-workers, and relatives that come into these type of life situations. We'd be grateful for the referral.

Simple stuff. But it needs to be practiced. Remember what the great coach Robert Montgomery Knight once said:

   "Everyone wants to be national champion and no one wants to come to practice."

You must practice your craft.

You must commit to being the professional that you are.

So this concludes this segment of "For the Love of the Right Referral".

And we look forward to hearing your success stories as you commit to that 21 minutes for 21 days. As you commit to taking ownership of coaching your client to give you the kind of referral that you want, the right referral.