



January 11-15, 2010

Professional Development January 11-12

Exhibits Open January 13-15

Referrals: The Key To Growing Your Business By Leaps And Bounds In Any Economy

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CAS - 1.5 pts

Monday, January 11

4:30 - 6 pm



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Referrals: The Key To Growing Your Business By Leaps And Bounds In Any Economy

What is a referral program? _____

Why have a referral program? _____

Different Types of Referral Programs

New Customer vs. Recommendation Alone _____

Immediate Individual Recognition _____

Tiered Recognition Program _____

Monthly / Quarterly / Annual Program _____

Important components of referral program

Timely communication / recognition of the referral _____

Easy system for tracking and recognizing referrals _____

Methods for asking for the referral _____

Keep it Simple! _____

Put together a plan today for your business and think about ways you can use this for your clients to help them grow their business.