

Asking for Referrals Part Two

In my last newsletter, I talked about asking for referrals and the benefits. I also talked about how to ask and the script to use. In this newsletter, I am going to look at two very simple techniques that can significantly grow the number of high quality referrals to your Practice and how to get the whole team involved. (If you missed the last newsletter and would like to see the first part, please email me and we will send it out to you).

Get cards printed for the Whole Team

Why don't you get some business cards made for all the members of your team? On the card they can have their picture, with their position and when they are out socialising with friends and family, they can hand them out. Can you imagine how they will feel when they have their own business cards, with their own picture? Viren Patel from **Cardiff Orthodontics** has had cards made for all his team and it encourages them to become pro-active. My other suggestion is that you introduce a bonus structure to the practice for new introductions. All of a sudden you now have an army of salespeople working for your practice, who are working for you outside Practice hours. Just think if you have 10 members in your team and they introduce just five new patients each a year to the Practice, your private income could significantly increase. They will benefit as well, as they will achieve a bonus for themselves. Is this possible?

A great way of Thanking Your Clients

Once you have received a new patient as a referral and you find out who the referring source is, then you must thank them. I strongly suggest that you get some thank you cards made with your Practice logo on. Your patients will be delighted to receive them and in addition, maybe send a small gift. If it is a lady then a bunch of flowers. Can you imagine the joy and happiness your patient will feel when they receive a thank you card and a bunch of flowers thanking them for introducing their friends. One of my clients, Marcos White sends his clients an Orchid. During the relationship, you may have found out that your client has a certain hobby for example they might play golf, then you could send a golf book, or even some golf balls as a thank you. It shows that you care and you are going the extra mile. It is also something that your patient will enjoy and remember. These things cost virtually nothing, but bring such joy to people's lives and are a great way of thanking your clients. I am certain it will encourage them to think of more people to refer to you in the future. Small things make a big difference.

It might feel uncomfortable asking for referrals at the start; however, as you start to ask, I can promise it will become easier and enjoyable once you start getting more clients.

So my final message is to get the whole team involved and commence a Referral System into your Practice. Get some cards printed for each member of your team and introduce a bonus system to the Practice. Maybe even go away for a weekend if you achieve so many new patients and celebrate and lastly don't forget to thank appropriately your existing patients who refer their friends to you.

Referrals is by far the most effective, most cost effective way of obtaining new clients, all you need to do is ask. If you don't ask the **Patients cannot say YES.**