

REFERRALS AND COUNTRY CASH

REFERRALS:

All referrals are tracked for the year. We track how many inside and outside referrals are given. There are Referral Slips on the tables throughout the meeting room. Please press hard so all copies are legible. White copy goes to the LCN member you are giving a referral to. The Yellow copy goes in the basket. Please provide as much clear information as possible when giving referrals. Please read the following pages for more information on: **"HOW TO GIVE A GOOD REFERRAL"**

Referral Slips are used to communicate our referral information to each other.

Date: _____
 To: Who the referral is going to _____
 From: Who the referral is from _____

☐ Inside
☐ Outside

Referral: _____

Comments: _____

Check this box if the referral is yourself to another member in the LCN group.

Check this box if you are referring a person who is not in the LCN group. Ex: Friend, Relative, Colleague, etc.

Referral: Name, Phone and/or Email
 Comments: Any specific details

COUNTRY CASH:

"Country Cash" is our way of tracking all money that is earned, based on a referral from an LCN member. When you receive payment for your products or services from a LCN referral, please fill out a "Country Cash" slip. When an LCN member gives you a referral and the end result is money earned, fill out a Country Cash Slip located on the tables at the meeting. The "From" is the person that gave you the referral, (not you), the "Amount" is the cash that you earned, not necessarily the total spent based on your individual business, but your gross margin or what hits your pocket book.

Example: Bill referred his friend John Doe to Carol who sells Norwex products. Carol made a profit of \$45.00 from this sale. Carol would fill out a "Country Cash" slip as shown:

COUNTRY CASH \$

Amount: \$45.00

Date: 10/24/2013

From: Bill to Carol

LAKES COUNTRY
NETWORKING

LCN is based on referrals. The best way to market our organization is by word of mouth. We should use every opportunity to discuss LAKES COUNTRY NETWORKING with prospective businesses. Our organization will get more members through referrals than all other methods combined!

How To Give Good Referrals

Definition of a Referral: The opportunity to do business with someone who is in the market to buy your product or service. It's not a guaranteed sale, but an open door to discuss your business.

6 Points to Follow in giving a "Good Referral":

1. Listen for a need from someone you've met. A good networker has two ears and one mouth and uses them proportionally.
2. Tell the individual that you know someone who can provide that service.
3. If you've done business with the member you are referring, tell about your experience or relate a testimonial you have heard in a meeting.
4. Give the individual the business card of the person you are referring and ask for that person's card for the member's reference.
5. Ask if it's ok to have the member call regarding the need.
6. If the answer is yes, fill out a referral slip and give it to the chapter member at the next meeting.

Examples of Good Referrals

HOT - Someone needs a phone system for a new office. A member of LCN gave the individual your business card and they are expecting your call.

WARM - Someone is new to the area and needs a good chiropractor. A member of LCN gave her your business card and she will call you next week.

TEPID - Someone is shopping for auto insurance and is interested in a quote from your company. A member of LCN gave him your business card and you should call him soon.

The above examples contain the information that should be on a referral slip. You would provide the chapter member with the person's phone number and business card. If it is several days until the next chapter meeting, call the member you are referring and give the information by phone - don't let a hot referral wait. You would then fill out a referral slip at the next meeting.

Examples of Bad Referrals

1. Information about a meeting for business owners, a chamber mix or any other business meeting. An announcement and good information to have, but not a referral.
2. Providing someone with a better source for obtaining products. This is good information to have, but not a business referral.
3. Giving the same referral to three different chiropractors, attorneys, etc. This is not a good referral, nor is it good information. Your referral should be given to one individual, the person who represents that classification in your chapter.
4. Giving the member a name with no phone number, postal address or e-mail address to make contact.