

How to Generate Referrals Consistently

Learn how to turn everyday conversations into a steady flow of high-quality referrals and new clients.

Quick recap

The meeting focused on strategies for generating referrals and high-value sales conversations in coaching and consulting businesses. Eben led a discussion on the importance of conducting daily sales conversations with prospective clients or referrers, emphasizing the 80/20 principle where 20% of clients generate 80% of revenue. The group explored various referral techniques, including asking for multiple introductions during conversations, offering appropriate incentives (like gift cards or free services), and connecting clients with others who could benefit from similar services. Kachina shared her expertise on categorizing referral partners into "super connectors" and "promoters," while Anthony discussed his experience with long-term referral relationships and the importance of timing when asking for referrals. The session concluded with a mastermind breakout where participants shared their best techniques for asking for and getting referrals.

Summary

AI Builder Bootcamp Planning Discussion

Eben and Anthony caught up, with Anthony sharing that he moved to Kansas City after selling his company and meeting his fiancée. They discussed Anthony's bus, which he used to travel and attend Burning Man, and his plans to potentially bring it back this year for a performance by his mentor, a former Cirque du Soleil soloist. Eben announced an upcoming Builder Bootcamp on Thursday and Friday, where participants will learn to use AI tools like Claude, create avatar and style documents, and build websites. Eben also mentioned plans to update their programs to be more AI-oriented, and asked for feedback on this direction, which the group approved.

Sales Strategy and Referral Generation

Eben led a discussion on sales strategies, emphasizing the importance of consistent sales calls and referral generation. He shared insights on how to leverage the "reticular activator" phenomenon to naturally identify potential referrals during client interactions. Eben also explained the 80/20 principle in client value, highlighting the importance of treating all prospects

with enthusiasm while strategically guiding them through the sales process to maximize both opportunities and referrals.

Referral Strategy and Engagement

Eben and Kachina discussed the challenges of generating referrals and emphasized the importance of nurturing engaged referral partners to maintain ongoing engagement. Eben suggested immediately following up with referrals and asking for additional introductions to maximize conversion rates. Hristo highlighted the effectiveness of creating incentives, such as offering a month-free program for referrers, to encourage more referrals. Anthony shared his experience of receiving significant referrals by gifting and providing free coaching to a contact, demonstrating the value of personal connections and incentives in growing a business through referrals.

Referral Incentives Implementation Discussion

Anthony and Eben discussed the challenges of implementing referral incentives, particularly the difference between fans and partners. Eben explained that while some people genuinely want to help (fans), others do so professionally (partners), and offering money to fans could make the referral process feel awkward. Hristo shared his approach of offering gifts to referral sources regardless of whether they want them, framing it as part of the company's standard referral system. Eben concluded by noting that most people feel uncomfortable with direct payment for referrals, but small incentives or gifts can work well, especially when presented as normal business practice rather than payment for referrals.

Client Referral Strategy Discussion

Eben and Hristo discussed strategies for requesting referrals from clients. Eben advised being mindful of the timing and approach, suggesting that asking for referrals after providing value feels more natural than offering compensation upfront. He recommended framing the request in terms of helping friends with specific needs rather than directly asking for referrals. Eben also emphasized the importance of having daily conversations with either prospective clients or people who can introduce them to ideal clients, and suggested a 5-minute coaching-style interaction with new clients to build rapport before asking for referrals.

Referral Strategy Mastermind Session

Eben facilitated a referral mastermind session where participants shared strategies for obtaining referrals. Kachina shared her expertise on distinguishing between "super connectors" who generate high-level introductions and "promoters" who make specific referrals to target prospects. She also discussed her use of AI tools to systemize referral processes and analyze prospect behavior. The session concluded with participants expressing appreciation for Kachina's insights and Eben encouraging further discussion at upcoming meetings.

