

# WELCOME



## UPCOMING CALLS & TALKS

- TRIBE TALK: May 16: 10:00 a.m. PT: Bucket Planning  
Janet Goulart & Neal Albritton
- TRIBE TALK: May 16: 10:50 a.m. PT: Client Profitability Tool  
Stephanie, Tiffany & Jarrod
- May 23: Coaching Call: Self-Talk for Success



## NEWS YOU CAN USE

- Join the new Limitless Book Club on Tribe!
- Will you be at Jolt or FPA NorCal? Answer in poll

FOR TODAY'S QUESTIONS

[slido.com](https://www.slido.com), [#GoodVibes](https://twitter.com/GoodVibes)

on your phone or second screen



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REFERRAL ROADMAP  
LIMITLESS LIFESTYLE CALL  
April 25, 2022

A close-up photograph of a hand holding a small, fluffy animal, possibly a kitten or a puppy, against a teal background. The hand is positioned at the top, and the animal is being held gently. The overall tone is soft and nurturing.

REFERRALS  
AREN'T MAGIC

A photograph of a man in a dark suit standing in a room with a brown wall. He is looking up at a large, shadowed hand reaching down from the top right corner of the frame. The man has a thoughtful or concerned expression, with his hand to his chin. The shadow of the hand is large and imposing, creating a sense of scale and potential threat.

BUT THEY  
CAN BE SCARY



WHY  
Advisors don't  
get more  
REFERRALS



Too general, unclear about who to refer



You're hunting, not farming



Failure to recognize, reinforce and reciprocate



Clients aren't invested in the outcome



Experience isn't worth it

# MISREAD WHY PEOPLE REFER

TO HELP  
THEMSELVES →

Clients first make referrals for their own benefit. They are improving their image / sense of value.

TO HELP OTHERS →

The ability to help those we care about is a powerful motivator.

TO HELP YOU →

The last and least common reason people refer is for the benefit of their advisor.

# IT'S A BEHAVIORAL PROBLEM





# YOU OWN 75% OF REFERRAL BEHAVIOR

YOU  
CONTROL

Awareness  
Education  
Experience

YOU  
INFLUENCE

Opportunity

# RECOGNIZE, REWARD & REINFORCE

- Sincere, personal "THANK YOU"
- Acknowledge act, what it *means*
- Create the collaboration
- Recognize referral, not results
- Teamwork makes the dream work



# REFERRAL ROADMAP for COIs

**THE 5-STEP REFERRAL LOG FOR PROFESSIONALS**

Referral Name \_\_\_\_\_ Ph \_\_\_\_\_ eMail \_\_\_\_\_  
Source Name \_\_\_\_\_ Ph \_\_\_\_\_ eMail \_\_\_\_\_

Completed on \_\_\_\_\_ by \_\_\_\_\_

**STEP 1: RECOGNITION**  
Notes:

Brief telephone call thanking partner for referral:  
(1) You are touched by their confidence.  
(2) You will give it your immediate attention.  
(3) You will make sure to keep them posted.

Completed on \_\_\_\_\_ by \_\_\_\_\_

Provide partner status of referral follow-up:  
(1) If no appointment set, call to let partner know.  
(2) If appointment set, cc: partner on confirmation letter and make handwritten note:  
(a) Thank you again for referral;  
(b) Will do your best to enhance partner's relationship.

Completed on \_\_\_\_\_ by \_\_\_\_\_

Follow up call to partner to discuss prospect:  
(1) If appropriate, discuss needs/situation.  
(2) Additional partner input.  
(3) Encourage "team approach".  
(4) Will do your best to enhance partner's relationship.

Completed on \_\_\_\_\_ by \_\_\_\_\_

Initial conference with prospect.

Completed on \_\_\_\_\_ by \_\_\_\_\_

AM/PM RULE: Let partner know outcome, making sure they know you were looking out for the team and client; support partner's further involvement if appropriate, offer assistance and encourage "referral" behavior.



**STEP 1**  
Recognition



**STEP 2**  
Enhancement



**STEP 3**  
Participation



**STEP 4**  
Prospect Meeting



**STEP 5**  
Follow Up

# REFERRAL ROADMAP for Clients

**THE 3-STEP REFERRAL LOG FOR CLIENTS**

Referral Name \_\_\_\_\_ Ph \_\_\_\_\_ eMail \_\_\_\_\_  
Source Name \_\_\_\_\_ Ph \_\_\_\_\_ eMail \_\_\_\_\_

Completed on \_\_\_\_\_ by \_\_\_\_\_

**STEP 1: RECOGNITION**  
Notes:

Brief telephone call thanking client for referral:  
(1) You are touched by their confidence.  
(2) You will give it your immediate attention.  
(3) You will do your best for the prospect.

Completed on \_\_\_\_\_ by \_\_\_\_\_

**STEP 2: ENHANCEMENT**  
Notes:

Provide client status of referral follow-up:  
(1) If no action, advise.  
(2) If appointment set, send handwritten note:  
(a) Thank you again for referral;  
(b) Will do your best to help referral.

Completed on \_\_\_\_\_ by \_\_\_\_\_

**STEP 3: APPRECIATION**  
Notes:

Send gift to client in appreciation for their referral.  
Add to client referral list or tracking sheet.

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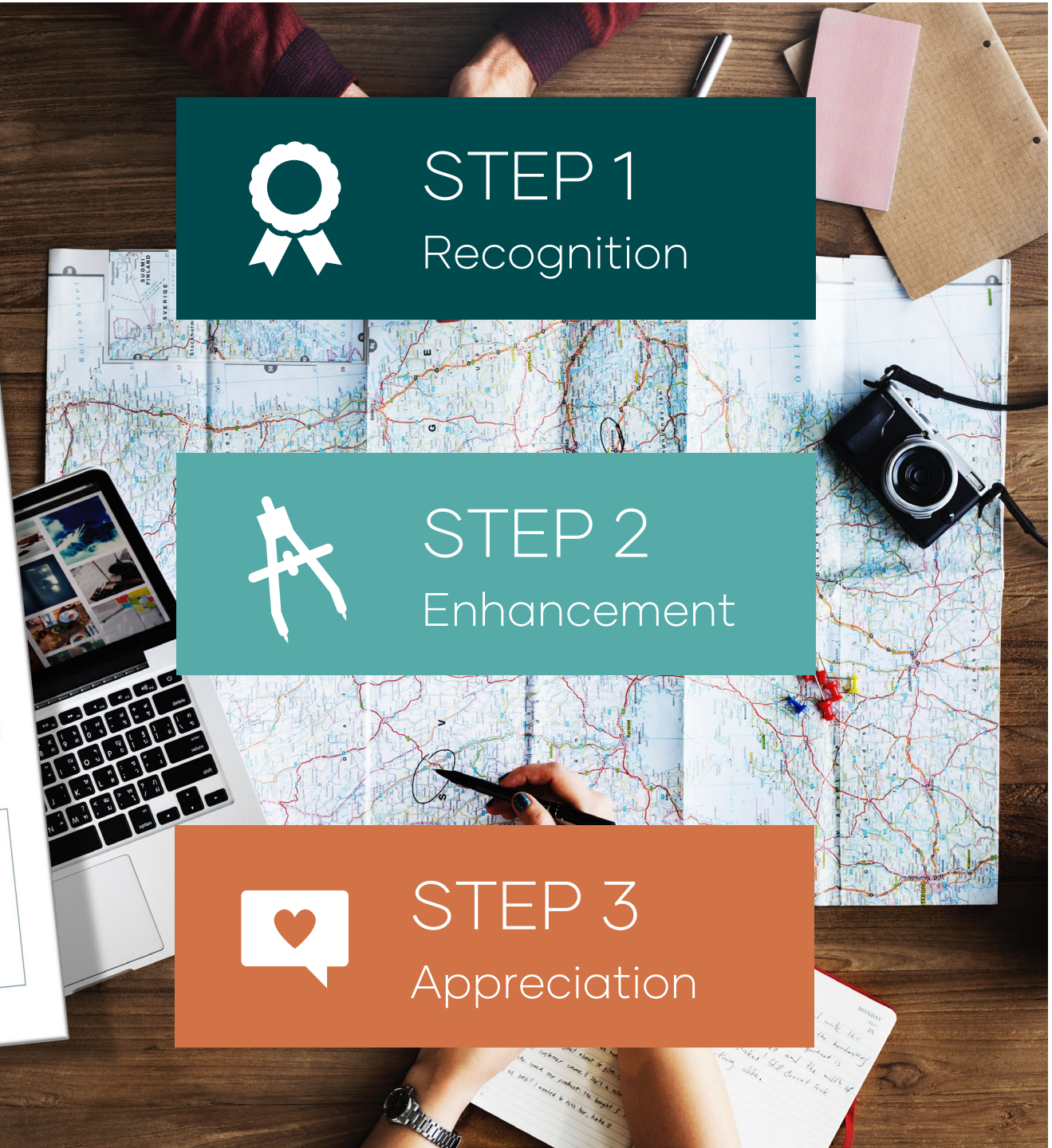
**STEP 1**  
Recognition



**STEP 2**  
Enhancement



**STEP 3**  
Appreciation



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LIMITLESS Q&A