

CLIENT REFERRALS

The Growth Channel Every Firm



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Do you have a structured referral process?

What percent of new clients are from referrals?

Would you consider your client referral approach passive or active?

Why Does Growth by Client Referrals Matter?



WHY?

- Growth is essential to the business.
- A growing business strongly implies clients are satisfied, receive a high standard of care and are therefore willing to advocate.
- Growth enhances resources and momentum to better serve clients and create even more growth; it is a self-perpetuating process.

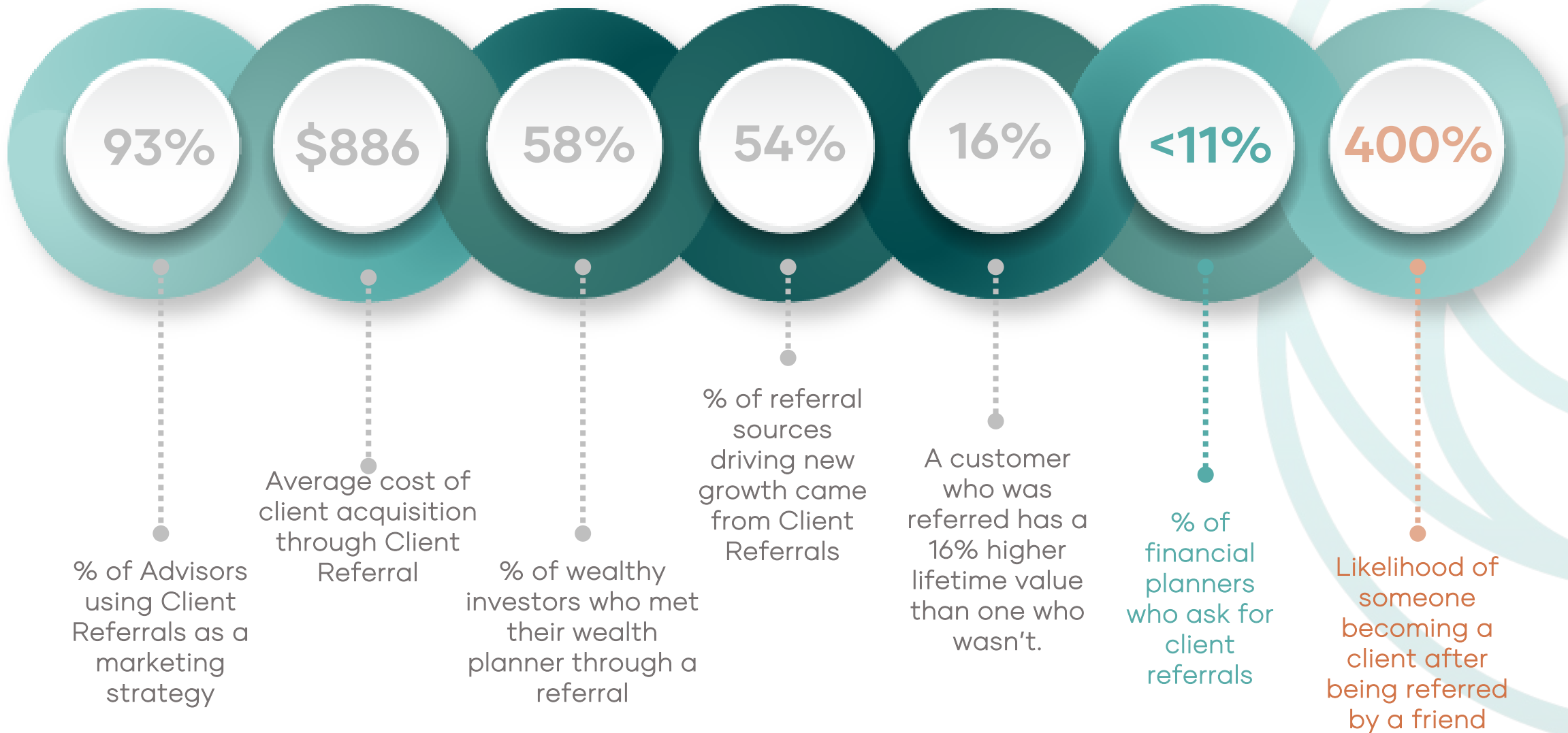
IMPORTANT GROWTH CONSIDERATIONS

- The number of new client relationships is arguably the best measure of the ability of a firm to grow, which is why we are focused here
- Referrals from existing clients are a crucial business development strategy.
- Clear target audience create highly effective growth.

CLIENT REFERRALS DATA

Kitces Research Study on Advisor Marketing (2022) | Investment News Data

Source: <https://www.nasdaq.com/articles/4-best-referral-sources-for-financial-advisors>



WHAT ARE YOUR
LIMITING BELIEFS
AROUND CLIENT
REFERRALS?



CLIENT REFERRAL MINDSET

Prospecting Isn't Personal

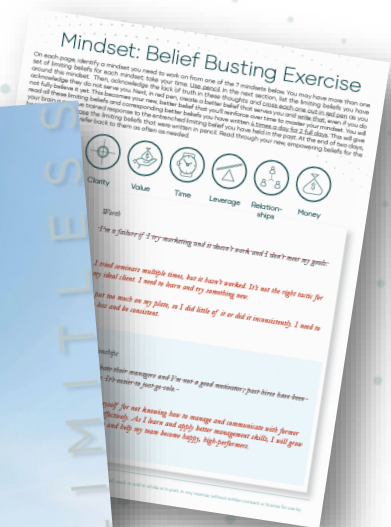


Limiting Beliefs

- ✘ I can't be needy, cheeky, or salesy
- ✘ Fear of rejection – what if they say “no?”
- ✘ It's not my client's job to help me grow
- ✘ I will be jeopardizing a trusted relationship
- ✘ I'm weak in asking for help
- ✘ If I ask, they will think I'm not successful
- ✘ I'll be indebted

Cures to Limiting Beliefs

🌀 Start with mindset reframing



- 🌀 Make referrals a process and priority
- 🌀 Start with the low hanging fruit

THE SHIFT

PASSIVE TO ACTIVE

CHANNELS



PASSIVE



PASSIVE PLUS



ACTIVE LIGHT



ACTIVE

APPROACH

"We deliver the value promised and they will come."

"We deliver value and make it noticeable we are growing, and they will come."

"We know the value we deliver and are eager to serve those important to our clients."

"We know the value we deliver & we serve as many of our HVC's as we possibly can!"

STRATEGIES

- Provide a great client experience

- Add to email signature
- Ask clients to follow you on social media
- General communication
- NPS

- Ask clients for an introduction based on info they shared
- Making it easier for clients by removing barriers of intros by hosting events (webinar, seminar, client appreciation)
- Testimonials
- Specific Communication
- Offering to give 2nd opinions to people who already have an advisor

- Client referral process, campaigns & programs in place
- Advocacy, thank you
- Client feedback meetings/interviews
- Client Advisory Board
- Prospect Materials
- Invest Marketing Dollars
- Conduct Client Feedback Survey

OUTCOME

HOPE-BASED

ORGANIC

MORE INTENTIONAL

INTENTIONAL

UNPREDICTABLE # OF NEW INTROS & REFERRALS

PREDICTABLE GROWTH

What Makes a Good Referral Program/Process?

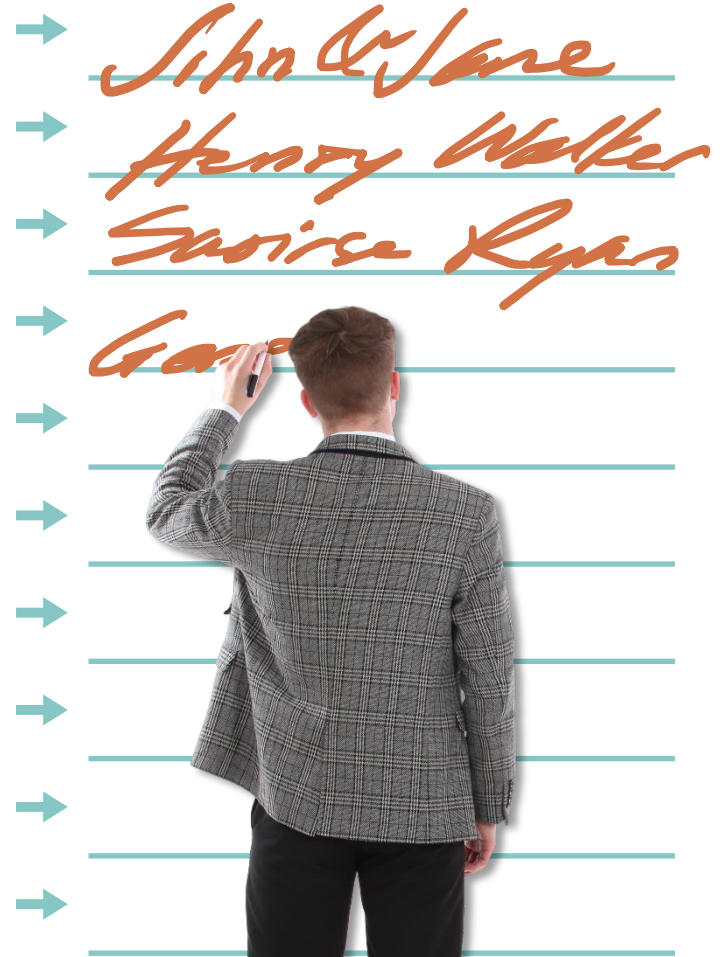


BEFORE YOU CREATE ANY GROWTH STRATEGY...

Define Your Ideal Clients

- Who are current clients that you want to replicate?
Think of the clients that listen to you and value your advice, love meeting with you, and are happy to pay.
- Are your ideal client's profitable for you to serve?
- Do you enjoy solving their pain points?
- Are they your people? Do you enjoy working with them and spending time together?

List 10:



CLIENT REFERRALS


Current Client Review

REVIEW CURRENT CLIENT LIST & TAG CLIENTS WITH THE FOLLOWING:

1. Who has referred 1x?
2. Who has never referred?
3. Who has referred more than 1x?

CREATE REFERRAL CAMPAIGNS WITH:

1. Client & Advocates
2. Advocates
3. Those who have referred once
4. Those who have never referred



Once you have the data,
what do you notice?

Go over the process for identified advocates, past referrers, and non-referrers.

LEARNING TO ASK

in a way that feels good



Limitless Script Examples

1. "I love what I do and am always looking to help more people. We do our best work with clients like you who are nearing retirement, but I want you to know that if you have a friend or family with financial issues or questions, we want to be your first phone call. Even if we're not the right fit, we'll make sure to provide them with guidance they can trust and ensure they get the support they need."

2. "We remain touched by your continued confidence in us. Helping you achieve financial confidence has been our mission since we opened the doors in 2006. Given we're a boutique practice that works best with [target client], we've grown largely through word of mouth over the years, and we like it that way. We want to work with good people, and the surest way to do that is to work with people referred by you, one of the good people we already work with."

Now, more than ever, people need trusted financial advice. Should you have friends, family or colleagues with questions, we will always welcome their calls, answer their questions in ways that add value to their lives, and give them clarity about their options in a polite and professional way.

If we can add value to their lives, we'll happily work with them. And if we aren't the best solution for their needs, we'll personally make sure that we help them understand their situation and their best next steps for creating financial confidence.

As always, we take our responsibility to help you create true financial confidence seriously. Thank you for your continued trust."



Mastering Referral Messaging
To be successful at Referral Marketing, you need to master your referral mindset and elevate your referral messaging. Use this worksheet to design your messaging, practice and hold more confident conversations around referrals.

STEP 1: CRAFT YOUR REFERRAL MESSAGING

1. Which conversation would you like to be more confident having? (Select one)

COI REFERRAL MESSAGING EXAMPLES:

- Send me your clients Dammit! (a.k.a. I'd like to spend / pay for an hour of...)
- How do you identify when your client do you address those needs?
- I want to serve your clients so well
- I'm building a wealth management

CLIENT REFERRAL MESSAGE:

- When you have a friend or family
- We're not the right fit for every
- Who do you know that is (app
- We are actively growing our b
- I love what I do and am alway
- I want you to feel so good at

2. Draft your script for the con

3. What are you most afraid

4. How will you respond?

STEP 2: GET COM

- Select a partner to be
- Initiate the conversat
- Have your partner re
- uncomfortable but I
- Reply with your resp
- Get feedback from
- Repeat this process
- your name.

Referral Roadmap Scripts & Dialogues
To be successful at Referral Marketing, you must first master your referral mindset, then elevate your referral messaging. Use the below sample scripts and dialogues as a starting point to design your messaging, practice and hold more confident conversations around referrals.

SEEDING THE REFERRAL CONVERSATION WITH CLIENTS
Below are a few examples of ways you can seed or introduce the referral conversation with existing clients:

- "As you come across friends or family with financial issues or questions, feel free to put them in touch with us."
- "We do our best work with people just like you who... [insert ideal client description]."
- "But don't worry, we will always take care of your friends."
- "People tend to get busy, so we've found the best way to help is to share information and let them know we're here to talk if that's helpful."
- "As a boutique practice that works with business owners within 5 years of retirement, we grow largely through word of mouth. Each year, we bring in only a select number of new clients..."
- "I love what I do and am always looking to help more people..."
- "One of the reasons you hired us..."
- "We are committed to being the absolute best at helping people who..."
- "We're always glad to talk to your friends or family that need..."
- "If you know anyone who is approaching [retirement, divorce, etc.], we want to be the first phone call."
- "I want you to feel so good about the work we do that when someone needs our help, we'll be the first phone call."
- "If we're not the best option to help directly, we will be sure to provide your referrals with guidance they can trust and ensure we provide a recommendation that will help them get the support they need."

LIMITLESS

3-Step Process Upon Receiving Client Referrals

Every. Single. Time.



RECOGNITION



ENHANCEMENT



APPRECIATION



THE 3-STEP REFERRAL LOG FOR CLIENTS

Referral Name _____ Ph _____ e-Mail _____
Source Name _____ Ph _____ e-Mail _____

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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REFERRALS AS A TEAM



Growth Mindset

Check in regularly for mindset, confidence and consistent execution.



Process

Processes maintain standards of excellence across the firm & set you up for delegation success / consistent execution.



Training

Create a process everyone can understand.
Train your team on identifying opportunities, scripts, follow up...



Accountability

Referrals opportunities need to be consistently nurtured and reviewed.
Use workflows, dedicated team time for growth .



KPIs

Create specific goals.



Tracking

What isn't measured can't be managed.



Reward

Reward and growth go hand in hand.





WATCH & READ

- Questions Great Financial Advisors ask... and Investors Need to Know, by Alan Parisse & David Richman
- The Win Without Pitching Manifesto, by Blair Enns
- Words that Work, by Franks Luntz



APPLY

- Craft your referral messaging using the Mastering Referral Messaging worksheet.
- Review recommended verbiage on the Referral Roadmap Scripts & Dialogues resource.



ACT

- Practice your "ask" script with family or friends until it feels organic.



LIMITLESS Q&A

Workshop (10 Minutes)

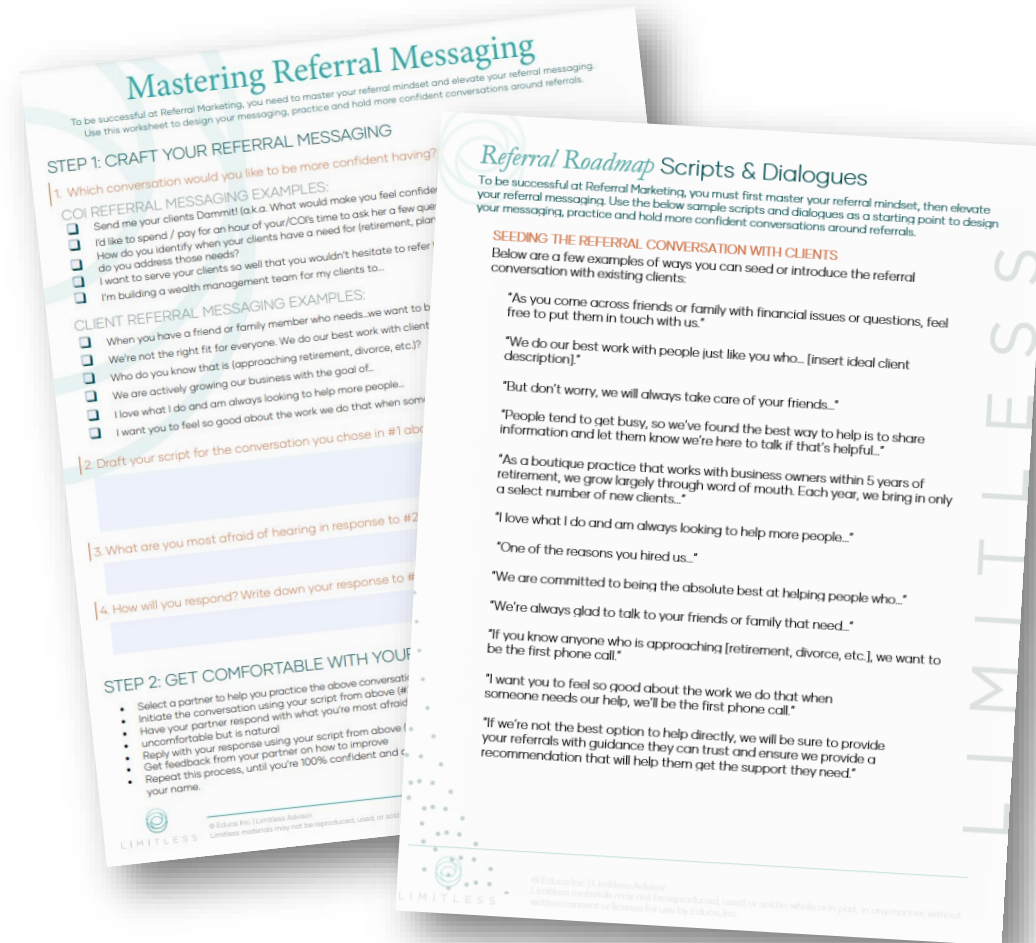
Live

5-minute
walkaround:

Find a partner &
practice your "ask"
script to a client.

With extra time,
share any feedback
or ideas to support
the other.

Repeat process
once more with a
new person.



Virtual

Practice your
"ask" script to
clients in your
breakout groups.

(You will be put
into a breakout
room for 5
minutes and then
switched to a new
one.)

Use Limitless Referral Roadmap script & Mastering Referral Messaging worksheets,
(Attached to this session on your Attendee Hub event app)



ALL
TOGETHER

Shared
Takeaways

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