



Referral Tips To Generate *BUSINESS*



Most technology companies rely on “Word of Mouth” to generate referrals. The ironic part is that most businesses do not have a referral strategy in place.

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Building strong relationships will help to produce referrals, however you cannot assume all of your loyal customers will refer you. There are 3 key factors that will determine if you get a referral:



1. Your customer feels you gave them superior service. This means more than just the system installed. Your whole organization needs to focus on building and maintaining relationships with your customers. Make sure all employees are knowledgeable, professional and provide great customer service at all times. Building trust and delivering superior customer care will result in a satisfied and loyal customer who grants referrals.

2. The customer feels your company is stable and will do a great job for someone they refer. That means in addition to providing great customer service, you need to stay in front of your customers on a regular basis so that they know you still exist.

3. Customers have your contact information when someone asks them for a referral. You need to understand the importance of equipping customers with the right tools to spread the word about your business. You can't simply assume they have your name and number to pass on.

The key to generating referrals starts with creating a plan that everyone in your company can understand and implement. Help your employees understand the need to stay in front of customers on a regular basis. Also, ensure they are adequately equipped with marketing material that they can distribute to customers for referral purposes. Stress the importance of maintaining customer mindshare in the event that your clients are asked for a referral.

Learn 10 easy referral tips now...

Below are 10 easy tactics to employ

1. DURING THE INSTALLATION, GIVE YOUR CUSTOMERS A FEW BROCHURES TO PASS ON TO OTHER PEOPLE.
2. WHEN THE JOB IS COMPLETE, ASK YOUR CUSTOMERS FOR A REFERRAL.
3. OFFER YOUR CUSTOMERS INCENTIVES FOR REFERRALS.
4. SEND A CARD THANKING THEM FOR THEIR BUSINESS AND INCLUDE 5 - 6 BUSINESS CARDS.
5. SEND INFORMATIVE E-NEWSLETTERS THAT INCLUDE A "FORWARD" BUTTON.
6. SEND CUSTOMERS PERSONALIZED GREETING CARDS FOR DIFFERENT OCCASIONS. INCLUDE A FEW BUSINESS CARDS IN THE ENVELOP.
7. MAIL YOUR CUSTOMERS LITERATURE ON A REGULAR BASIS TO STAY IN FRONT OF THEM.
8. FEATURE YOUR CUSTOMER IS A PRESS RELEASE SO THAT THEY'LL SHOW IT TO OTHER PEOPLE.
9. HOST AN EVENT IN YOUR SHOWROOM AND TELL YOUR GUESTS THAT THEY ARE WELCOME TO BRING OTHERS,
10. JOIN A NETWORKING GROUP... REFERRALS DON'T HAVE TO COME FROM CUSTOMERS.

IT'S CRITICAL TO EQUIP YOUR CUSTOMERS WITH TOOLS TO GENERATE REFERRALS FOR YOU

Leslie Stevens, President of Eclipse Marketing, a full-service marketing and PR firm, has over 15 years experience providing marketing strategies and marketing tools to electronic systems contractors, manufacturers and distributors.

Eclipse Marketing provides Marketing Tools to CEDIA, INFOCOMM INTERNATIONAL, PARA TechHome and NASBA. These cost-effective marketing tools are designed to enable system contractors to increase sales by promoting their business on a professional level.

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