Referral Action Planner

Turning your business into a referral generating machine is NOT an automatic process and there is no magic. Use this planning form and have a staff meeting where the SOLE PURPOSE is to brainstorm how to improve your referral processes. Broken into 3 important categories, begin to formulate your 'action plan' by listing your activities related to each section.

Adopt A Referral Mindset Jot down all the reasons that adopting referrals as a primary source of new business makes sense. We are talking attitudes here!	**Enhance Your Referability** How can you make doing business with you a 'memorable event'? List creative innovations you can implement into your customer experience to make your business "remarkable".	**Implement Referral Producing Systems** This is your active plan to securing as many referrals as possible. Include implied referrals, staff generated referrals, networking referrals and more. Be sure to also include your referral goals.