



BMG NZ - Sales & Marketing Tip 1

Want More Customers? Ask For Them!

If your customers are happy with your product or service they are probably willing to refer future customers to you. Unfortunately for you, they usually don't think of it or get around to it. So ask, and you are more likely to receive. Much, much, **much** more likely.

A good referral request can start with 'who do you know who'. It makes people think about people they know and what they need. To make this work really well, give a specific example of how to identify a good referral.

Examples include 'who do you know who may be looking at upgrading their property?' (real estate), 'who do you know who has been charged penalty fees by the IRD?' (accountant) or 'who do you know who is unhappy with the quality of their sound system' (car or home audio).

This tip was brought to you by BMG NZ.