

PART 3: CHECK YOUR REFERRAL QUOTIENT



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Your referral quotient can help you maximise referrals and sales.

Purpose: The purpose of this quiz is to help you accelerate your referral success so you can work with more clients who value and appreciate your service and expertise. Whether you generate new business leads from clients or referral partners, you will:

- Increase your conversion rate
- More easily build rapport and trust with people
- Find people are less inclined to shop you around
- Spend more time doing what you are best at
- Enjoy your business even more
- Find it easier to attract more of your ideal clients

Answer the following questions "Yes" or "No"		Yes	No
1	You have a written plan or process to attract more referrals.	<input type="radio"/>	<input type="radio"/>
2	You have a written weekly goal for referrals.	<input type="radio"/>	<input type="radio"/>
3	You have a strategy to measure the conversion of your referrals.	<input type="radio"/>	<input type="radio"/>
4	You have a strategy to generate referrals without asking for them.	<input type="radio"/>	<input type="radio"/>
5	You can ask for referrals in a way your clients will be happy to help.	<input type="radio"/>	<input type="radio"/>
6	You have established relationships with active referral partners.	<input type="radio"/>	<input type="radio"/>
7	You consistently introduce clients to people in your network.	<input type="radio"/>	<input type="radio"/>
8	You have a value proposition that is different to the competition.	<input type="radio"/>	<input type="radio"/>
9	Your strategic partners know the top two reasons to refer to you.	<input type="radio"/>	<input type="radio"/>
10	You have trained your referral partners on how to refer you	<input type="radio"/>	<input type="radio"/>
11	You have a strategy for building long-term relationships with clients.	<input type="radio"/>	<input type="radio"/>
12	You are 100% comfortable asking for referrals.	<input type="radio"/>	<input type="radio"/>
13	People know you as a "go-to" authority for your area of expertise.	<input type="radio"/>	<input type="radio"/>
Enter the totals of "Yes" and "No" answer and go to page 2 to see your score.			

Your Referral Quotient Score

Instructions: Your Referral Quotient score is the total of the number of times you answered "yes" to the questions on the Referral Quiz.

The ultimate goal is to achieve a score of 13, as you would then be highly referable and most certainly building a high quality referral business. You *might* even build a reputation as the preeminent adviser of choice amongst your current and future clients and your referral partners.

If your score is less than 13, then you might need to refine some areas to ensure you are building referral business on your terms.

Your Score Your Referral Quotient

- | | |
|---------|--|
| 13 | Highly referable and enjoying running a referral business. |
| 10 – 12 | Building the foundations of a strong referral business. You need to refine some areas to achieve even more consistency. |
| 5 – 9 | You are committed to achieving great results and need a system to support you. |
| 1 – 4 | You are either new to business or things aren't currently working and you to change them around rather than hope what you've been doing will produce a different result. |

Instructions: By taking the Referral Quotient quiz, you obviously want to build a business by referral and you are committed to achieving outstanding results. Which makes complete sense.

Having referral clients is the best business there is, where you can shorten the buying cycle, increase your client advocacy, minimise 'marketing' costs and significantly improve your conversion rates.