

How to get a constant Stream of Referrals

It all starts with the best time to ask for a referral...

That is when somebody expresses to you some delights, excitements about some of the treatments, and some of the results or services they've been getting and the minute they say that, thank them for their kind comments and say:

"Thank you so much for that. Is there anyone that you know of right now that would like some of the results that you've been getting? What we would love to do is organise for them to come in for a free trial, voucher or something"

This approach is so much better than saying "Can I have a referral?"

The key thing here is don't leave it for them to ask them. If they're coming back for regular treatments, you need to note it down to ask on the next time they are in your clinic by saying:

"Oh by the way, have you seen Mary? Have you told her about the results that you've been getting? Is she interested in coming in? Would she like to get a pass to come through?"

You must take control because they don't wake up everyday to give you a referral. Or you can say:

"Hey look, if it's easier, why not I drop her an email and give a gift voucher to her"

Again here's a simple strategy:

- When they say something great about you
- Come back and thank them
- And ask for anybody they know of that would love to get the same results/ experience
- Ask who they are and offer something
- Follow up for a possible appointment

When you have a referral strategy, then you'll get more and more referrals instead of leaving it to hope.

And by the way, when you ask "You gotta be happy with the treatment so far?" and they reply "Yes, I was absolutely delighted." Then you can go in with that.