

ANATOMY OF POWERFUL REFERRALS

LET OTHERS MAKE YOUR BUSINESS UNSTOPPABLE

A referral strategy even more powerful than you think

With Happy Clients, It's Not Supposed to Be This Hard

Surveys consistently report referrals as the most important source of new clients. A strong referral and recommendation strategy delivers a higher ROI than other marketing or business development activities. And yet, most firms do this poorly.

It's not uncommon for firms have many happy clients, be respected in their market, and yet work hard to win new clients.

Something's wrong, but what?



Create Leverage on a New Scale

Bruce La Fetra draws on experience gained over 15 years and hundreds of interviews conducted for dozens of clients to pull back the covers to reveal the inner dynamics of referrals and recommendations. He shares insights that put you in position to create leverage on a new scale with referral partners that:

- Extend your market reach at no cost to you.
- Pre-screen prospects to feed you higher quality prospects that close faster.
- Increase your firm's credibility with prospects.
- Give you the confidence to raise prices.

You Will Learn

- The one question you must be able to answer.
- How to equip referral partners to make it in their long-term, self-interest to recommend you, and only you.
- Learn how your own eagerness to offer referrals—and short-sighted conventional wisdom—can undercut the very relationships you seek to foster.
- Why the traditional *quid pro quo* of referring business is overrated.

About Bruce La Fetra

As a strategic marketing advisor to law, consulting, engineering, and other elite professional services firms, Bruce La Fetra transforms marketing into a core asset. Insights and focus generate more revenue, shorter sales cycles, and increased profitability. At stake is more than just revenue and profits; the Strategic Marketing 3.0® framework converts marketing from a task professionals dread to a mindset they value and embrace. Contact Bruce at Bruce@LaFetraConsulting.com or (408) 749-1028.