

ANATOMY OF POWERFUL REFERRALS

MAKE YOUR BUSINESS UNSTOPPABLE

Building a powerful referral strategy for your firm or practice

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

Professionals, from accountants to web consultants, list referrals as their most important source of new clients. And yet, most firms lack a practical and proven strategy to develop powerful referrals, expecting "great work at a reasonable price" to generate new clients. It's not uncommon for a firm to have many happy clients, be respected in their market, and yet work as hard as ever at winning new clients.



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

- Extend the reach of your firm at minimal cost.
- See higher quality prospects that close faster by using referral partners to pre-screen referrals.
- Boost your conversion rate and credibility with prospects.
- Challenge yourself to charge more for your services.

What You Will Learn

- The one question you must be able to answer (and how to ask it).
- How to make it in the long-term, self-interest of referral partners 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.

Bruce La Fetra is a speaker, writer, and strategic marketing advisor to law, consulting, engineering, and other professional services firms. His insights and focus shorten the sales cycle, grows revenue, and increases pricing & profitability for his clients. He unlocks untapped potential by boldly reframing conventional thinking related to clients, employees, pricing, and profits.

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