



## Workshop Overview

Referrals are the major method of gaining new clients in professional services. Whether you are an IFA, a mortgage broker, solicitor, accountant, referrals gives you massive advantages. A 90% closing ratio, they follow your recommendations without hesitation, it has a very low cost of sale, enabling superior client service and removes risk from the client's perspective. There's also little or no competition and you're able to reciprocate to your clients in the form of recommendations for their business.



## Benefits

By attending this workshop, you will learn how to expand your business and increase your client bank by adopting a referral management process and learning to use the acclaimed "Stepping Stones ©" technique.

## Outcomes & Content

- ✓ Create an "abundance" mindset
- ✓ Gain referral management aphorisms
- ✓ Learn the unique Stepping Stones © system
- ✓ Step One - Sowing the seed
- ✓ Step Two - The value discussion
- ✓ Step Three - The Introduction
- ✓ Practise each element of the system.
- ✓ Handle client push back by pre-empting issues



## Who should attend ?

This workshop is ideal for those in professional services such as Law, Finance, Business Consultancy - Client directors, Account directors or relationship managers whose business is built on referrals.

