

# QUICK BUSINESS BOOSTERS

## Happy To Meet You

10 Common Mistakes To Avoid  
For More Business Referrals



3d Consulting Services

## 3d Consulting Services

*Magnify Your Mission : Multiply Your Reach*

## Disclaimer

This short report has been written for information purposes only. Every effort has been made to ensure that it is as complete and accurate as possible. However, it is possible there may be mistakes in typography or content. The report will only provide information that is correct as at the stated date of publication and, therefore, should always be used as a guide - not as the ultimate source.

The main purpose of this short report is to educate. The author and the publisher do not warrant that the information contained herein is complete and shall not be held responsible for errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this publication.

Copyright ©2019 Tim Dodd Consulting Services Ltd  
All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic, mechanical, photo-copying, recording or otherwise without prior permission of the author.

First published in Great Britain in 2019  
Tim Dodd - 3d Consulting Services

[www.3dConsultingServices.com](http://www.3dConsultingServices.com)  
[help@3dconsultingservices.com](mailto:help@3dconsultingservices.com)

Created by 3d Consulting Services

# Happy To Meet You

## 10 Common Mistakes To Avoid For More Business Referrals

**Tim Dodd**



**3d Consulting Services**

*Magnify Your Mission : Multiply Your Reach*

# Introduction

The best way to gain customers, create valuable contacts and expand your network is through referrals. There is no better marketing than when a customer or colleague tells others about you.

While it's not hard to get referrals, many of us miss valuable opportunities by making common mistakes. Here are ten of the most common mistakes people make when seeking referrals.

## 1. Not Asking

The biggest mistake is simply to not ask. Many people don't have the confidence to ask or miss the opportunity entirely for some other reason. You may be afraid you appear needy or that you're imposing on other people.

What you forget in this case is that you're not only benefitting yourself. You're benefitting the other person as well by offering your help and services. You're also building a network of like-minded people who can help each other in the long-term.

## 2. Appearing Desperate

When you ask for referrals, you need to avoid looking desperate. It shouldn't appear that you're begging or that you only want something out of the other person. Instead, focus on their needs. Pay it forward and do a favor without expecting anything in return.

## 3. Moving Too Fast

Asking for referrals is all about timing and you can mess it up if you ask too soon. If you've just met a person and they don't yet understand the value you can offer them, they may feel imposed upon if you start asking for referrals. It usually works better if they can see the benefits you offer first.

## 4. Moving Too Slowly

On the other hand, you could move too slowly. You might miss the crucial moment to ask and then it's gone. It's common for people to wait too long to ask for referrals. As the days pass, the memory fades in your potential referrer's mind. There's a sweet spot that's the perfect time to ask for a referral.

## **5. Forgetting to Follow up**

After you've referred or been referred to someone, it's important to keep in touch. Why let a good connection die? Many people make the mistake of losing touch with people who could give them many more referrals in the future. You need to stay in touch, update your connections and remind them of the valuable relationship you share.

## **6. Giving the Wrong Message**

If you make the wrong impression on the people you meet, they won't understand what you offer or what you need. The result is that they won't give you referrals or they'll refer the wrong people to you. You need to clearly communicate what you offer in terms of benefits to customers, and you must make sure your potential referral sources understand those benefits.

## **7. Letting Yourself Be Misrepresented**

The same goes for your referral sources. They need to understand what information to convey about you to potential new contacts. If they misrepresent you, you'll lose valuable referrals or get the wrong kind. Part of a good referral marketing system is to outline the key points you want your contacts to communicate. You can even go so far as to write suggested speaking points they should say!

## **8. Failing to Identify Your Ideal Referral**

It's nice to build up a list of contacts, but this isn't how you get good referrals. To get good referrals, you need to identify your perfect prospect. This is the type of person you hope to meet through your referral marketing. With all of the effort you put into meeting people, it's not worth it to build a list of contacts that aren't useful to you. Also, your referral sources won't know who to refer to you, and they may end up thinking they don't know anyone.

## **9. Failing to Differentiate**

Likewise, a major mistake many people make is failing to differentiate themselves. You need to identify what sets you or your business apart from others. This is the true value you offer, and it needs to be communicated upfront. Why would a contact recommend you if you're just like all the rest?

## **10. Failing to Plan**

Referrals don't just happen. If you go out and meet people, it's likely that you'll gain a few lucrative contacts. But it will mean a great deal of networking with little result. Just like your business and marketing strategy, you need a well thought-out and organized plan for getting referrals. This is how you make referral marketing successful.

If you're making any of the above mistakes, stop and reassess. It may be time to go back to the drawing board and rethink how you're going about looking for referrals. Make changes to your referral plan and see what results you get.

Has this this short report proven helpful?

Hopefully, it's provided you with several ideas as to how you might avoid the common mistakes that prevent people from getting business referrals and help to accelerate your business growth, if that's one of your primary, long-term objectives. And I'm sure that you also realise that there's a great deal more you'll need to do in order to get your business to the level that you truly want.

So, if you want to grow your business quickly, head over to...

[www.3dConsultingServices.com](http://www.3dConsultingServices.com)

and see how else we can help you achieve your long term goals faster.

We guarantee you'll be delighted you did!

## About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select the appointment time that's most convenient for you.

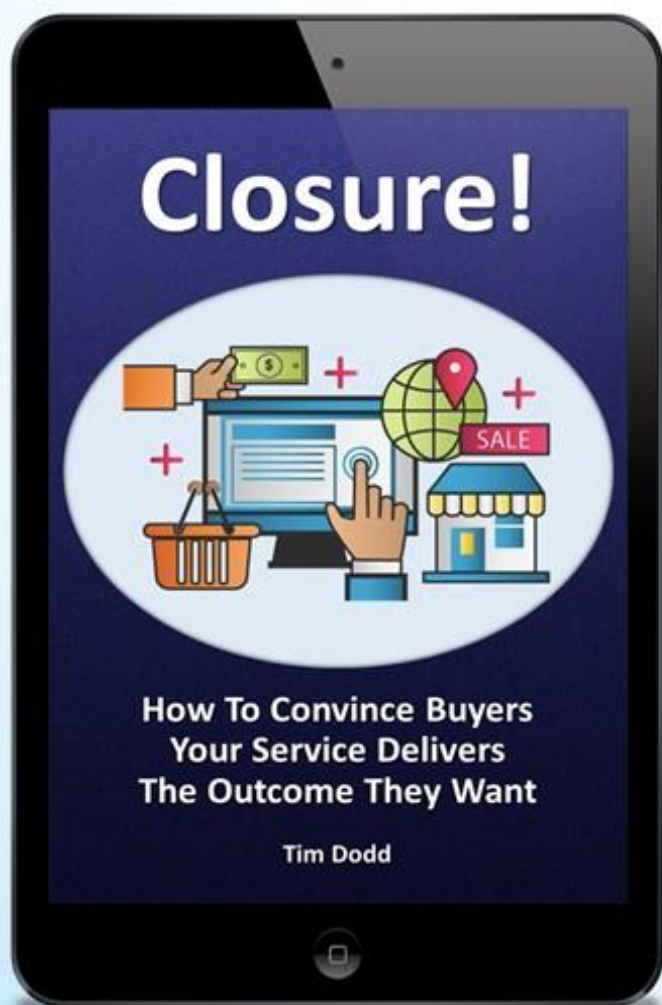
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

*Tim*

**These Days Traffic Generation Isn't A Problem.  
Convincing Browsers To Buy Is The Challenge!  
Yet, A Few Little Tweaks To Your Website Can  
Soon Fix That When You Know What To Change...**



**Readers Who Implement These  
Changes Truly Appreciate The  
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

***Get Access Now!***



**3d Consulting Services**

*Magnify Your Mission : Multiply Your Reach*