

REFERRAL CHAMPIONS™

SELF-STUDY MULTI-MEDIA SYSTEM

STRATEGY #1

Adopt a Referral Mindset & Articulate Your Value

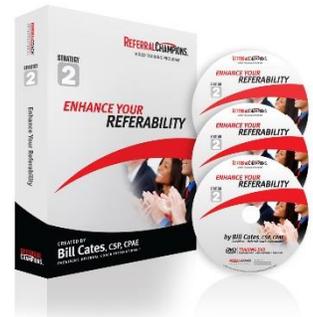
This two-part module helps you develop the beliefs and awareness necessary to implement this system. It also demonstrates the best method for you to articulate your value proposition to prospective clients and strategic alliances.



STRATEGY #2

Enhance Your Referability (Referrals without Asking)

To get referrals without asking and to have clients and alliances receptive to a referral request, then you must be referable. This module teaches you how to become more referable early in a new relationship and how to grow that referability over time.



STRATEGY #3

Promote Referrals (Plant Referral Seeds)

This module demonstrates multiple methods for stimulating referrals without asking, by promoting the possibility of referrals and word of mouth throughout the relationship – without being aggressive. You're going to love these simple – no pressure – strategies.



STRATEGY #4

Ask for Referrals with Confidence (without Pushing)

Most people lack confidence in asking for referrals. In the absence of confidence is fear and inaction. This module teaches RCI's proprietary VIPS Method™ that allows you to approach clients for referrals without being aggressive or looking unsuccessful. The VIPS Method™ has won RCI international praise as the best way to ask for referrals



STRATEGY #5

Handle Referral Objections with Grace

Not all clients feel comfortable giving referrals. Many allow these potential “referral objections” to stop them from asking. When you learn how to discuss these client concerns, as well as how to back off with grace and confidence, you no longer fear the referral process.

STRATEGY #6

Receive Referrals Effectively & Get Introductions

How you receive your referrals will help you turn more referral prospects into clients and encourage more referrals in the future. This module includes how to turn a referral into a solid introduction, what to learn about your prospect, and how to say “thank you.”

STRATEGY #7

Expand & Leverage Your Natural Market

Every financial advisor has his or her “natural market” of friends, family, and others who can be a source of direct business, as well as referrals to new prospects. This module shows you how to continually expand your natural market and harvest that market for new business and referrals.

STRATEGY #8

Maximize Event Marketing (Meet High-Value Prospects)

Event Marketing (such as referral events, celebration events, and community service events) is a powerful strategy for meeting high-level prospects. This module gives many examples of successful events and teaches you how to turn those events into tangible results.



STRATEGY #9

Referrals from CPAs and other COI's

Accountants, attorneys, and other professionals can be great sources of high-level referrals, yet most advisors struggle with meeting and building referral relationships that are effective. This module shows you how to meet these valuable alliances and turn them into referral-generating relationships



STRATEGY #10

Contacting Referral Prospects (Setting Solid Appointments)

How you approach a referral prospect is different than how you might approach a prospect from a different lead source. This module provides several proven approaches, as well as ideas to keep the "courtship" alive until the timing is right.



I used one of your "Referral Seed Ideas" with a client. He stopped, gave me two names and we immediately began brainstorming ways to introduce me to those two people. It was totally unexpected and felt natural. I can't wait until Boot camp!

Samuel Oceguela – Fremont, CA



"Just yesterday I used Bill's VIPS Method and it generated over 5 referrals inside a family. Fast, easy business. I'm helping these people and I'm gaining business I wouldn't have gotten without this process."

Garrett Williams – Ft. Wayne, IN

**Your Satisfaction is
Guaranteed or
Your Money Back!**

