



# Rethinking Referrals – How to Increase the Quantity and Quality of Referrals

Presented by: Lee Frederiksen, Ph.D.  
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# Presenter

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# What We'll Cover Today

- ① **How Referrals Work**
- ② **How to Increase Referrals**
- ③ **How to Keep the Referrals You Get**
- ④ **5 Must-Haves for a Successful Referral Marketing Strategy**

# REFERRAL MARKETING STUDY



**1168**  
**participants**

# How Referrals Work

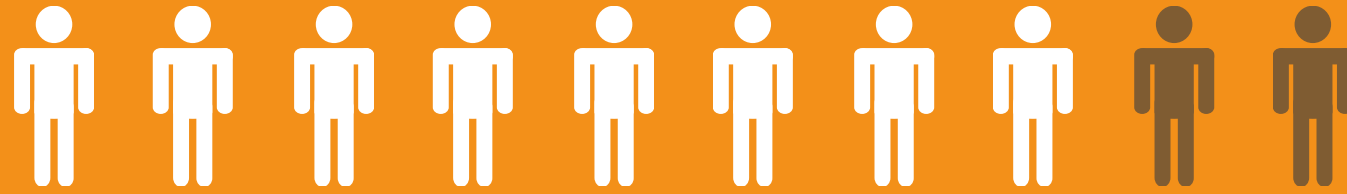
# *Two Types of Referrals*



**Experience-Based**



**Reputation-Based**



8 out of 10

professional services buyers  
say they would refer their provider.

*Source: Inside the Buyer's Brain*

# Going Beyond Traditional Client Referrals

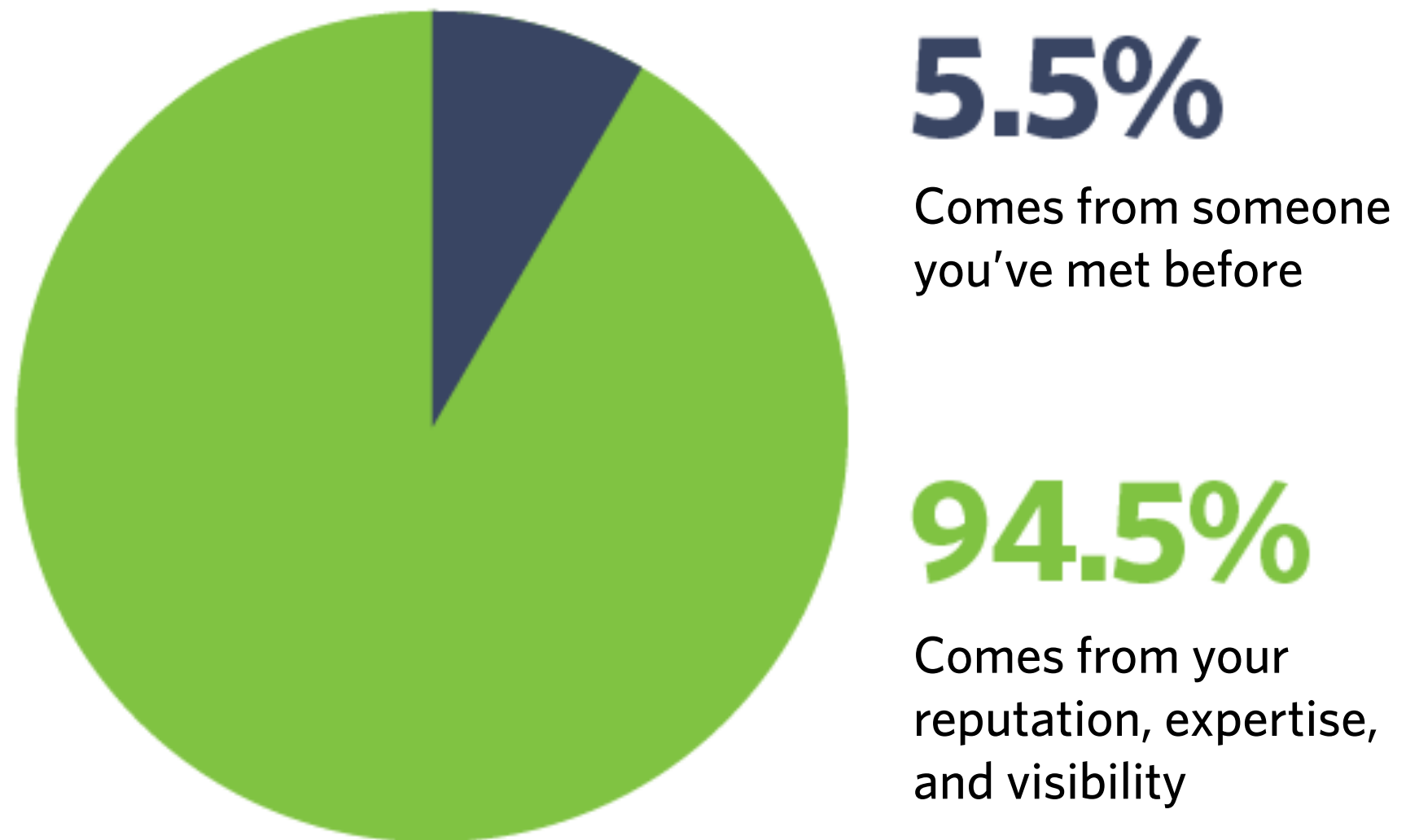
81.5%

of firms have received a referral from  
people **they have not worked with.**

*Source: Visible Experts<sup>SM</sup>: How High Visibility Expertise  
Helps Professionals, Their Firms, and Their Clients*



# Where Do Non-Client Referrals Come From?

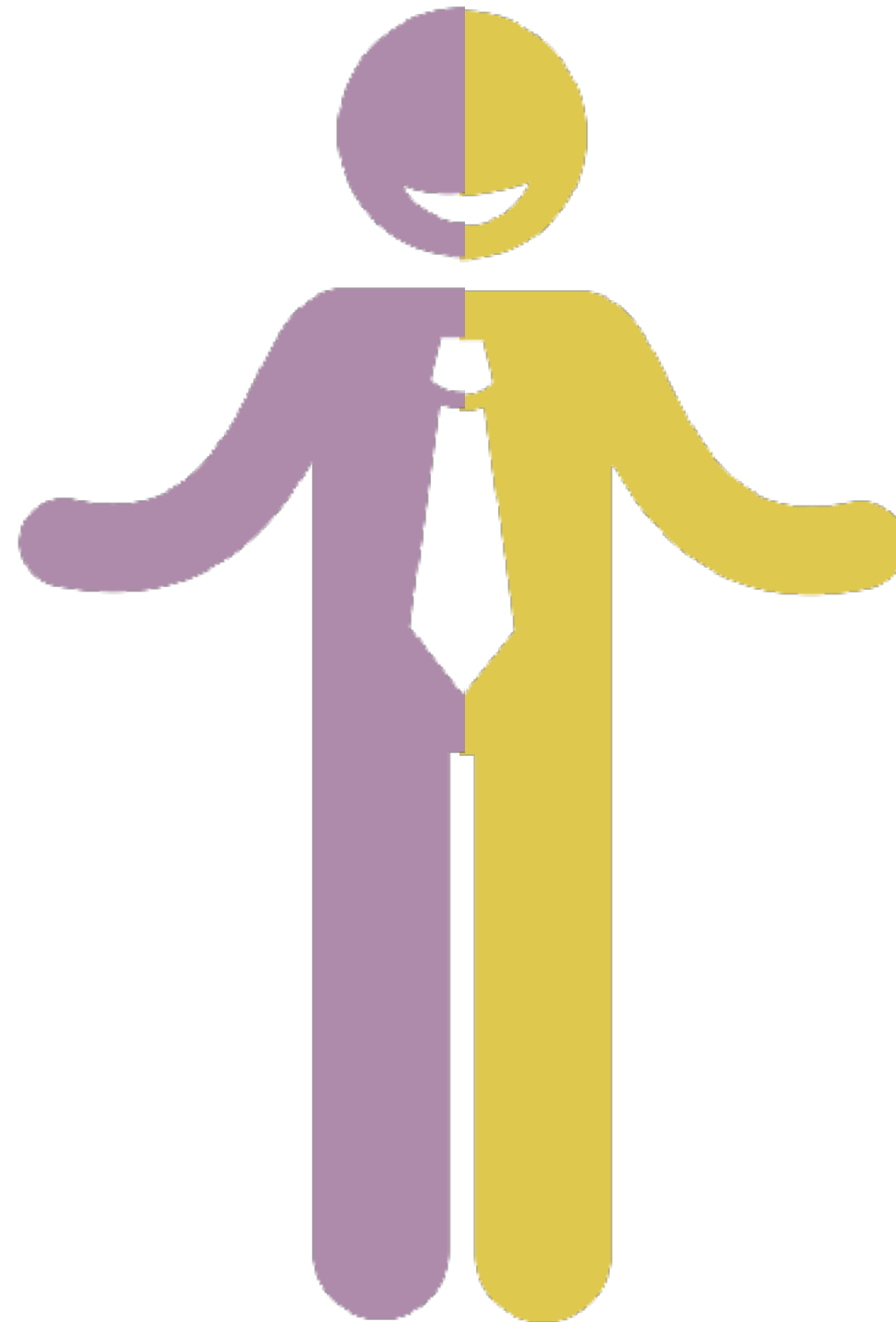


***Think Brand***

**Brand = Reputation x Visibility**

# Anatomy of a Reputation

*"I've heard  
they're a great  
firm."*



*"They're experts in  
working with  
chain restaurants."*



Your **Visible Expertise**  
generates

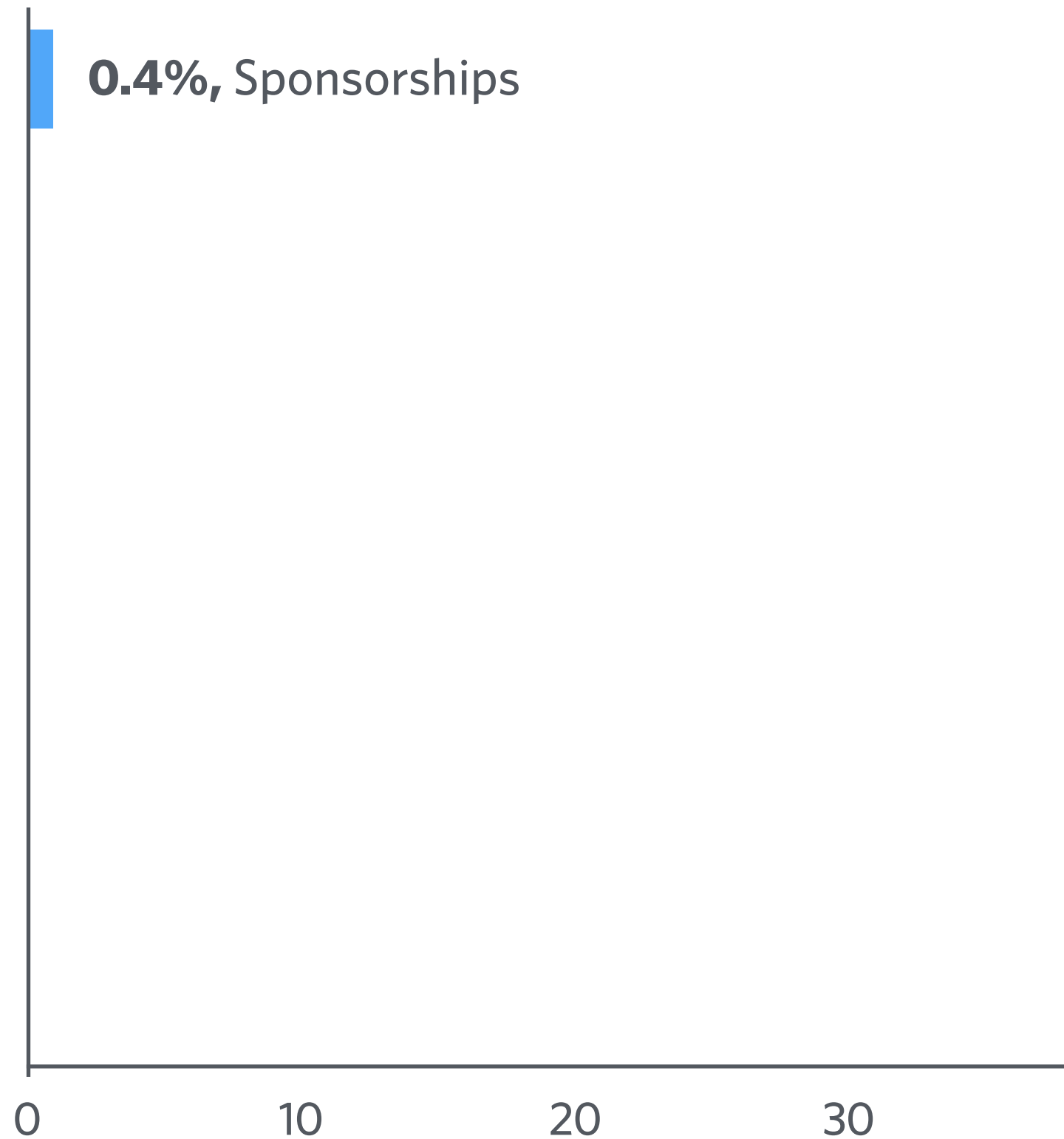
**61%**

***more referrals than your  
general reputation\****

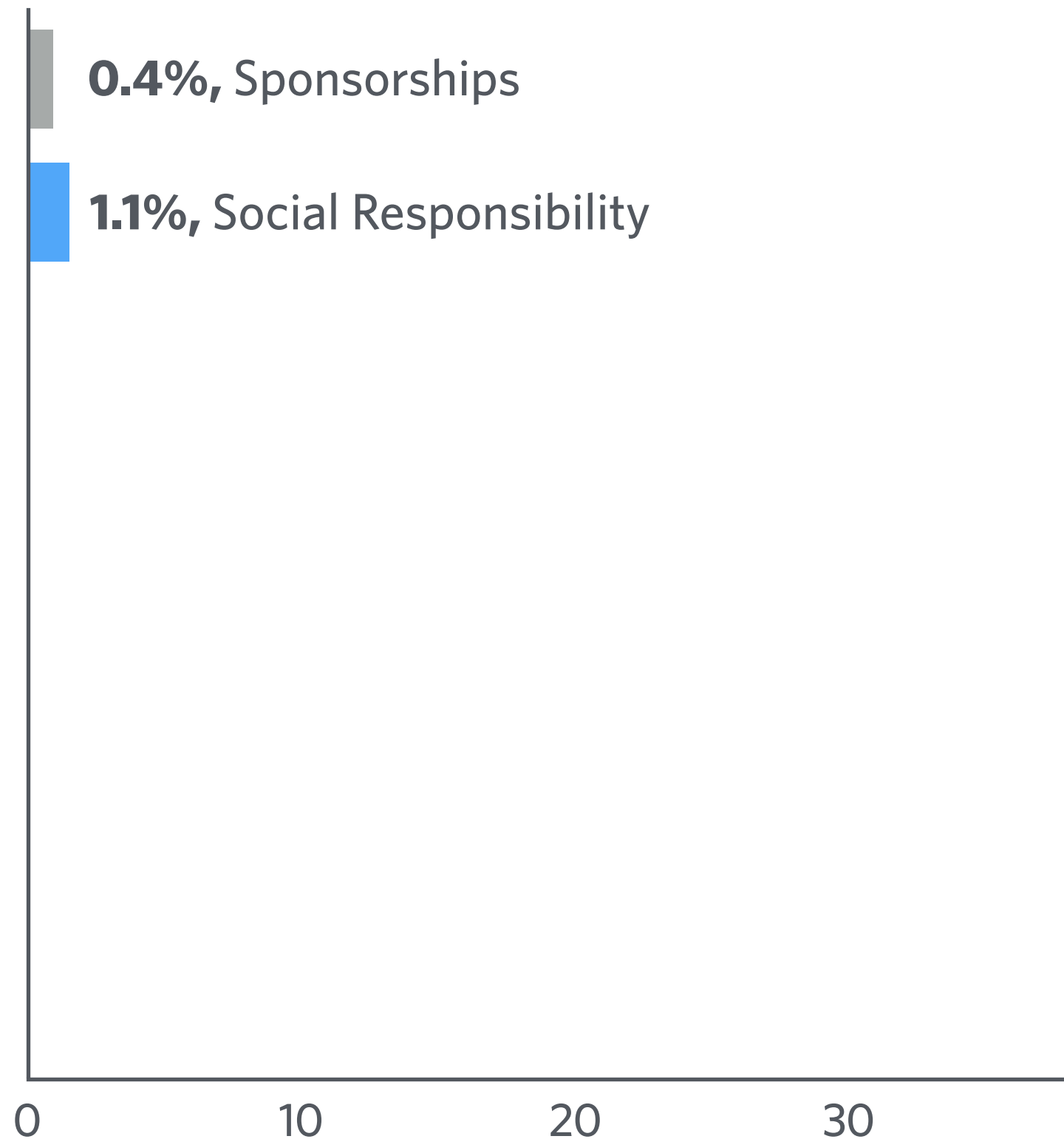
*Source: Referral Marketing for Professional Services Firms*

# **How to Increase Referrals**

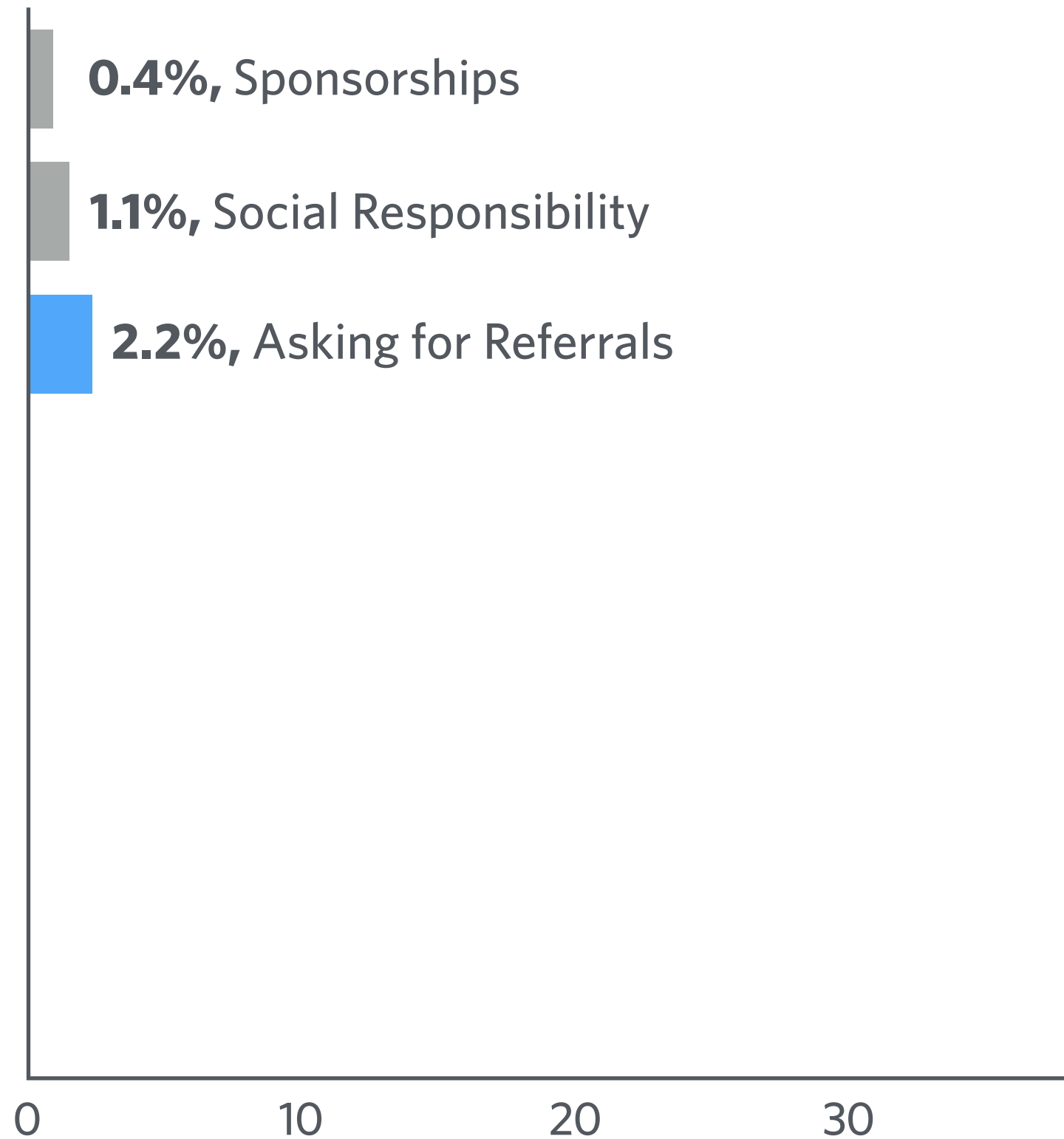
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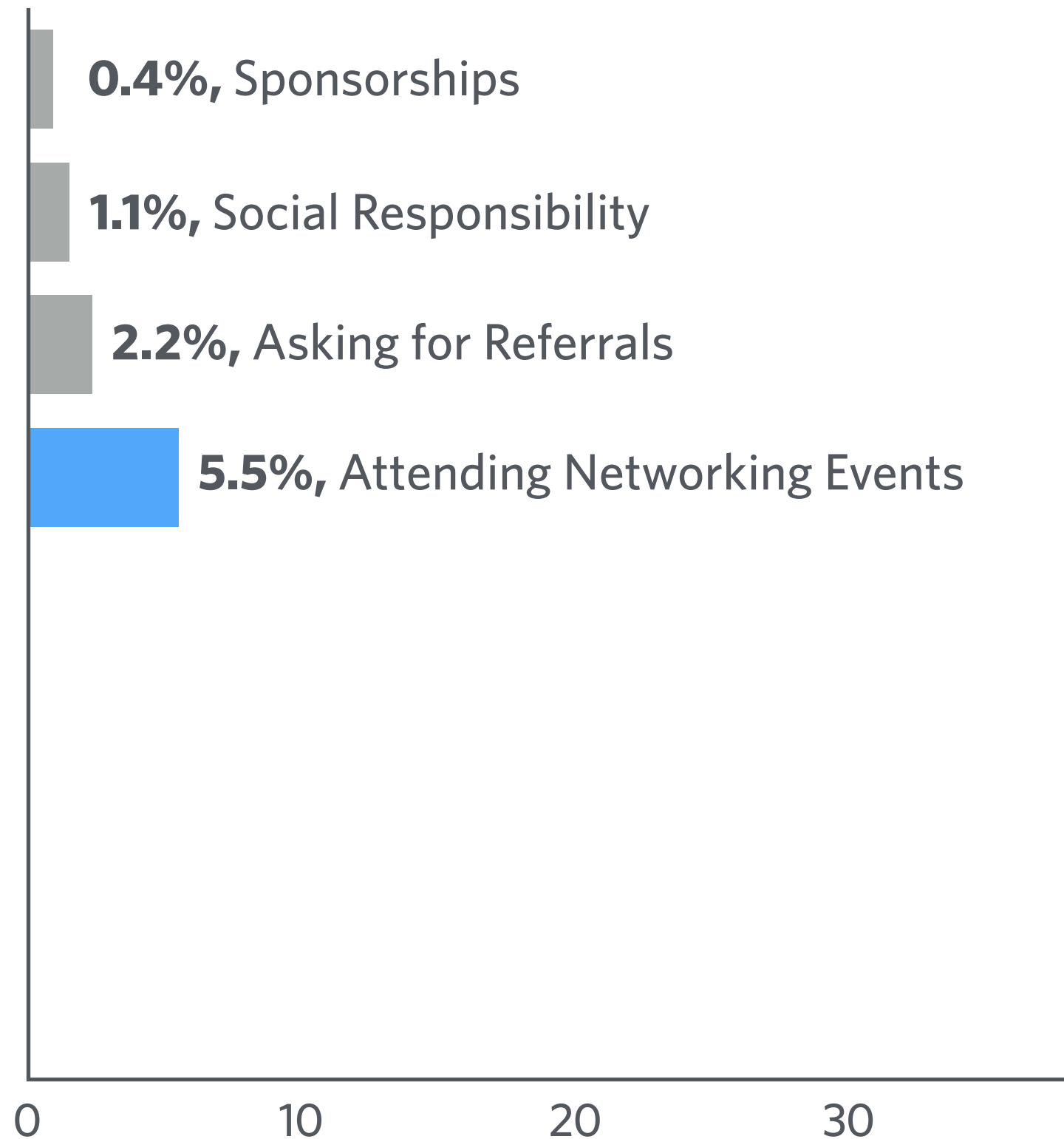


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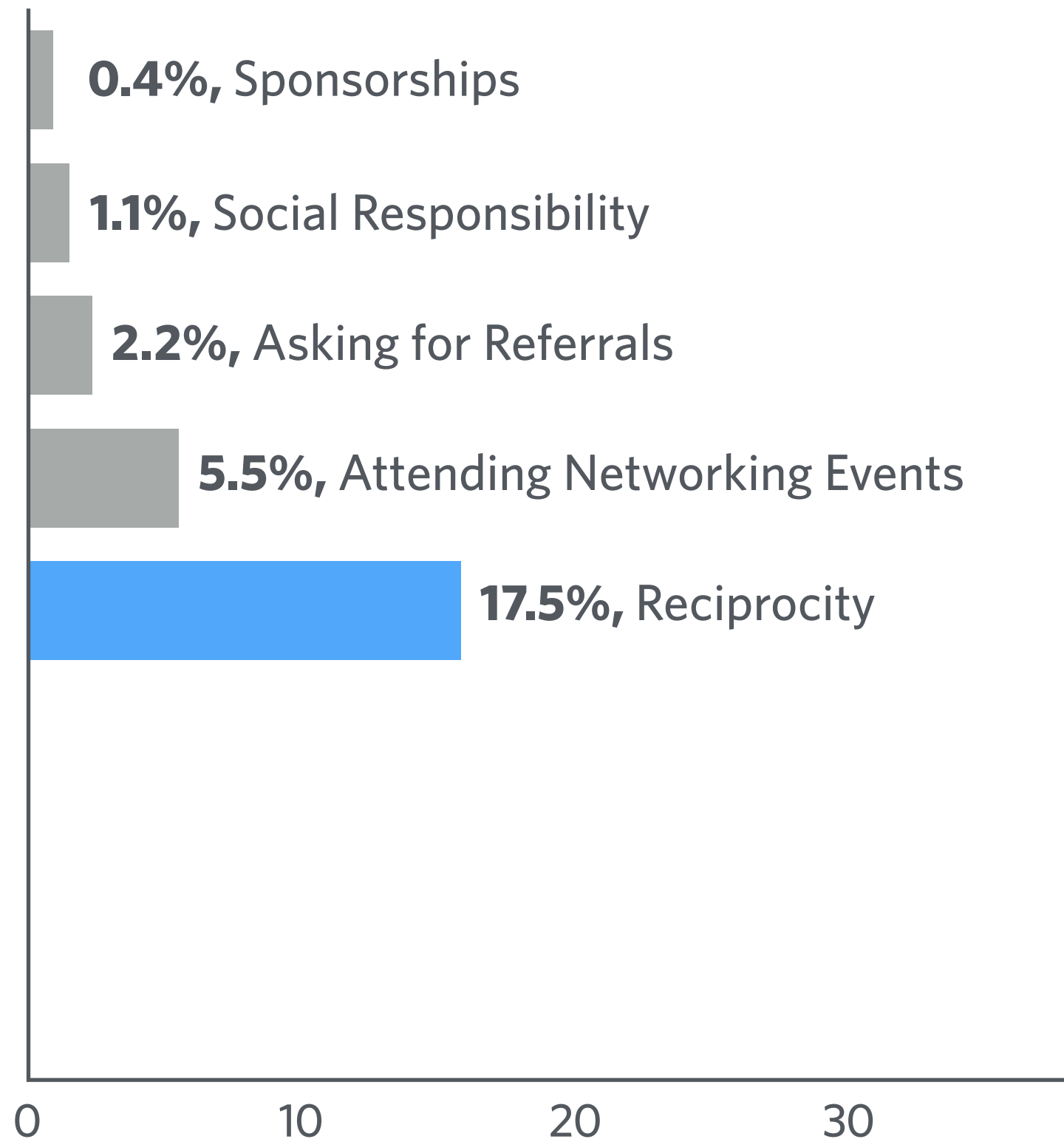




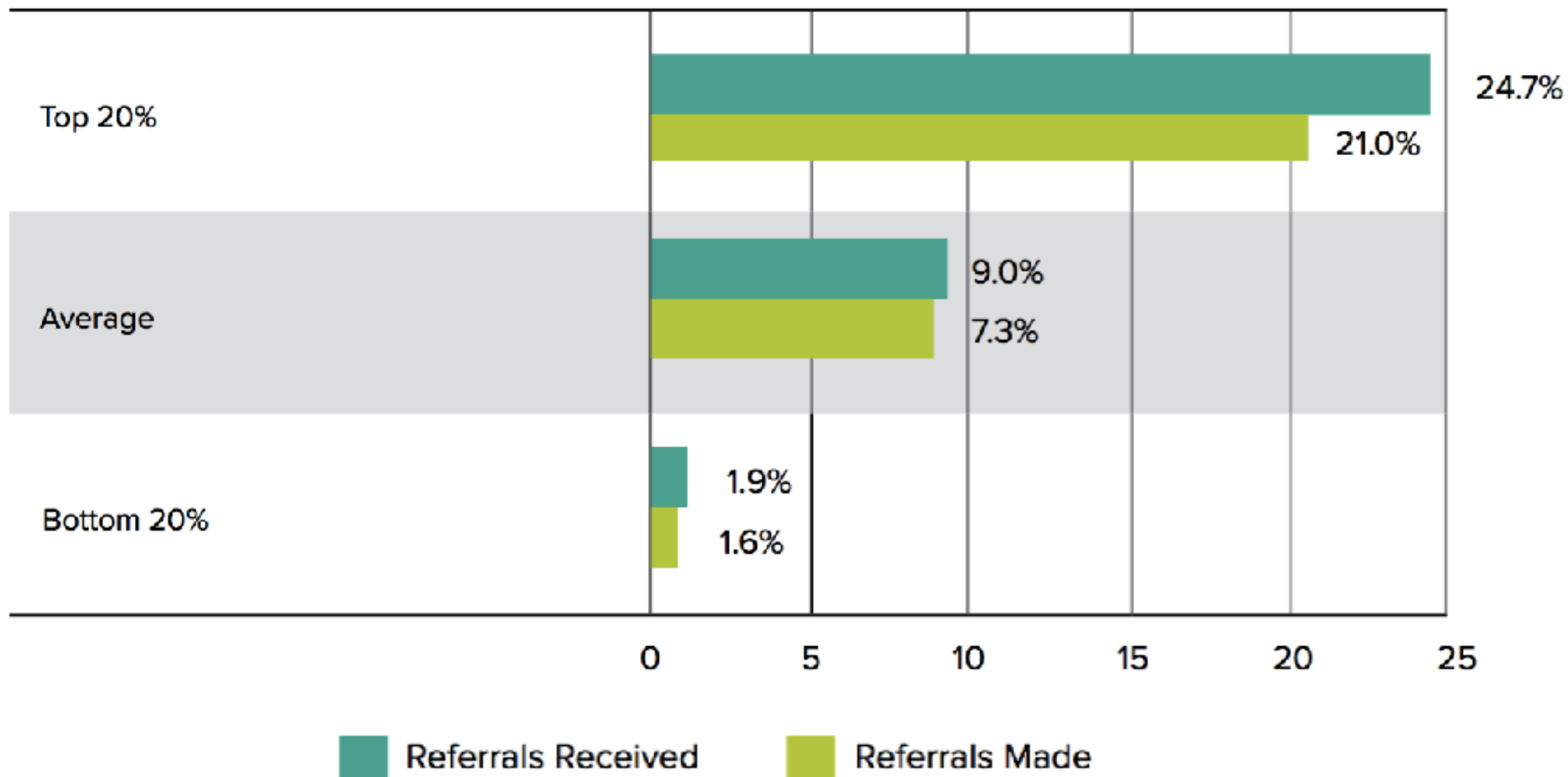
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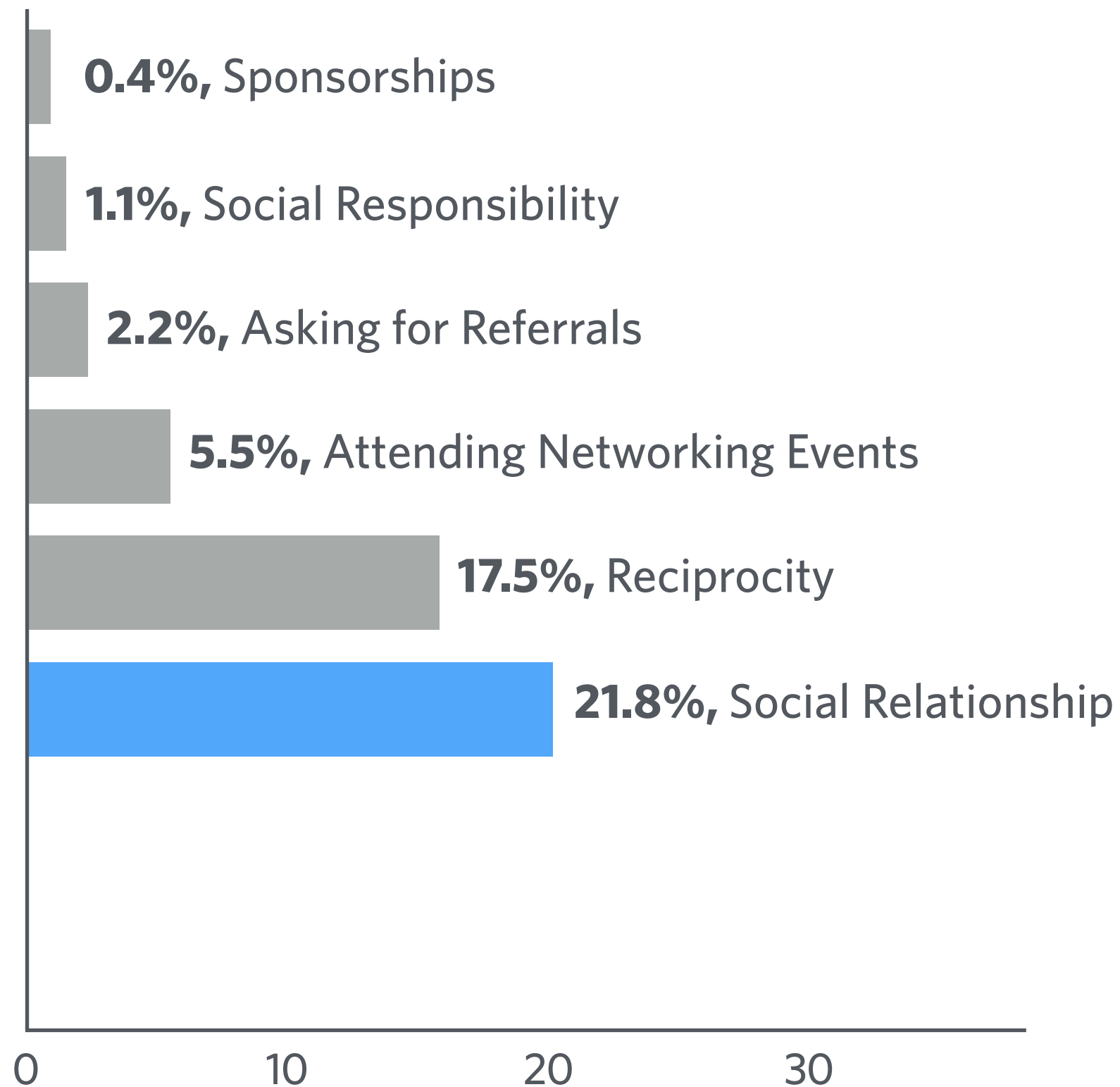
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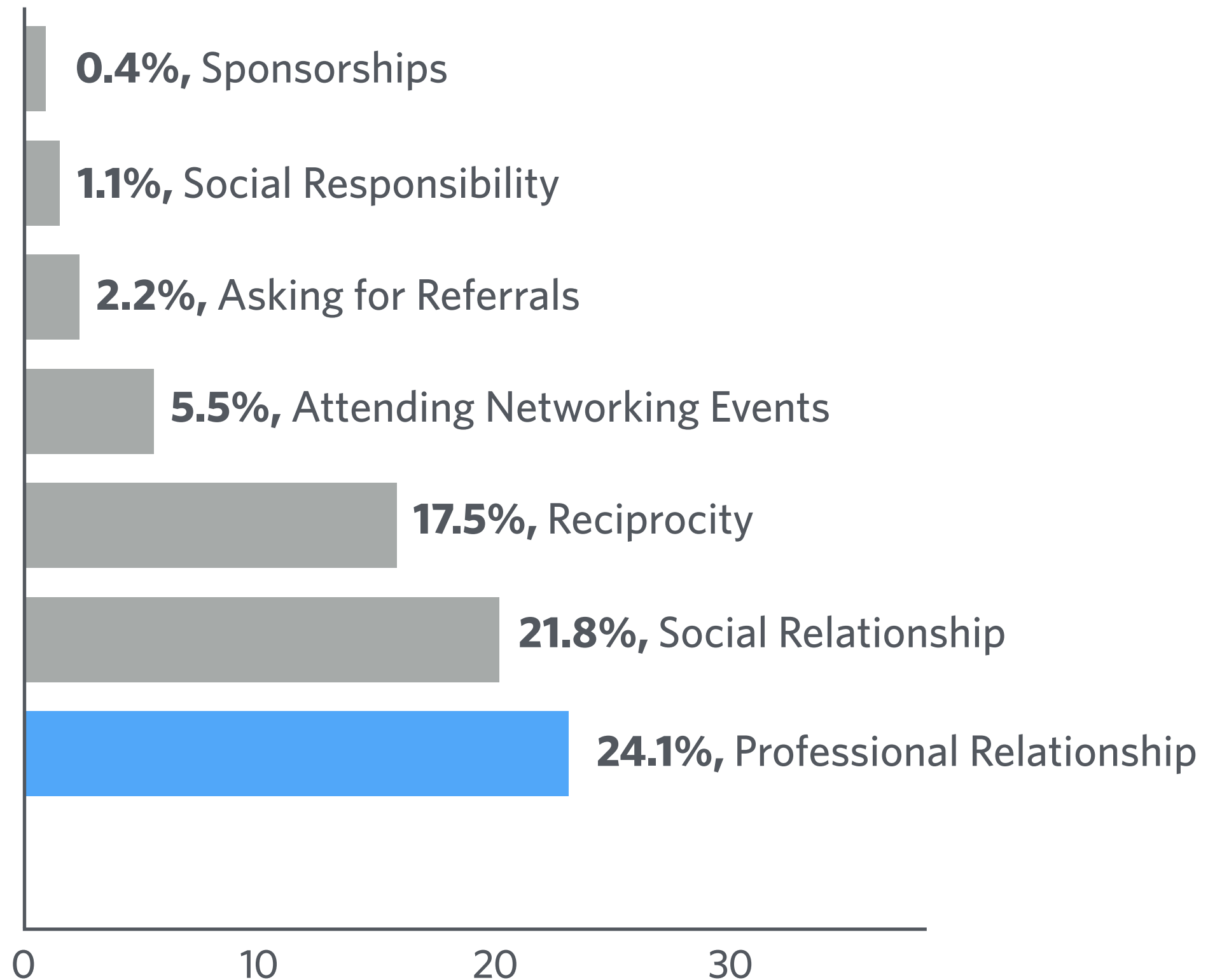
## Reciprocity works



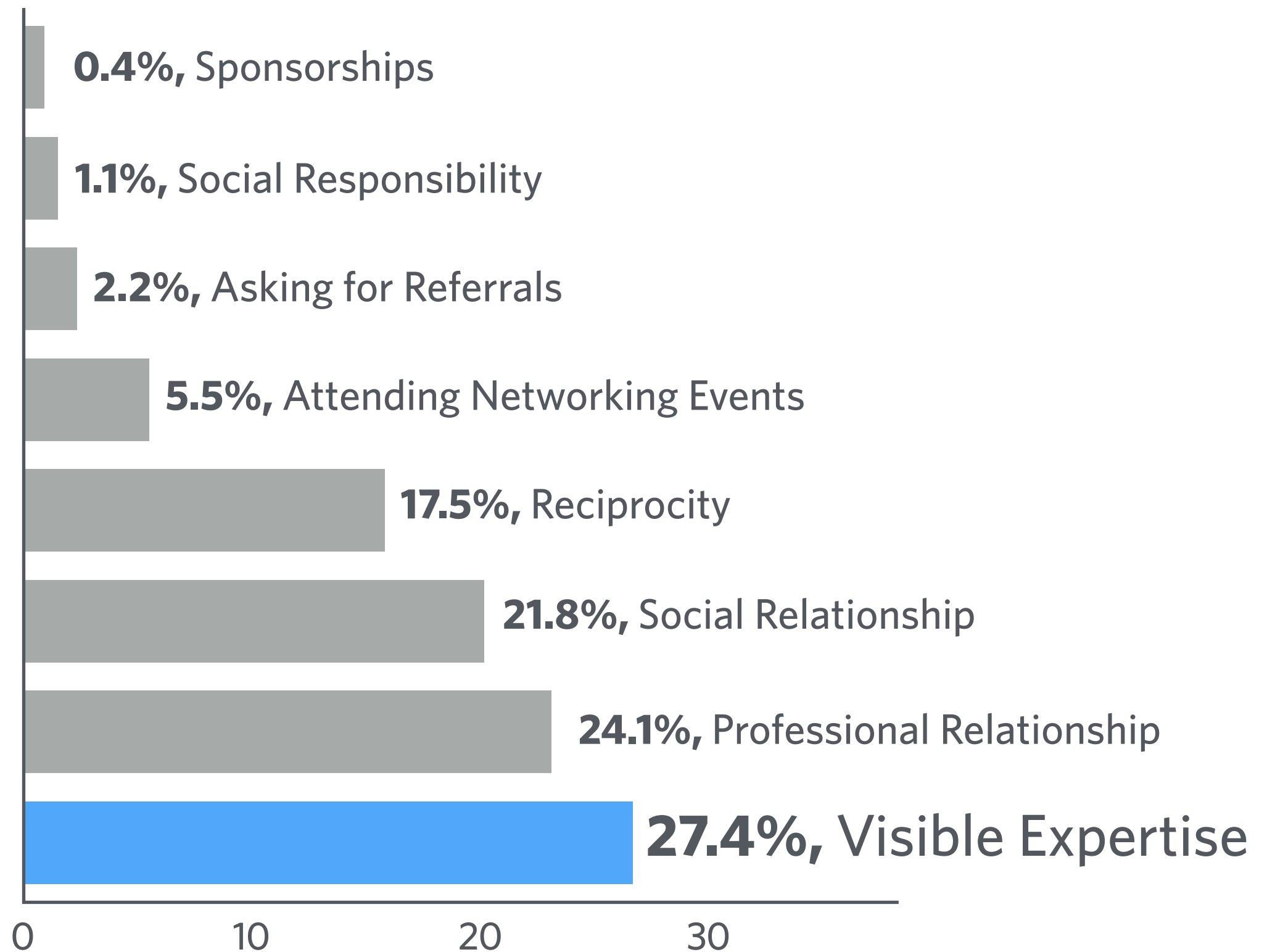
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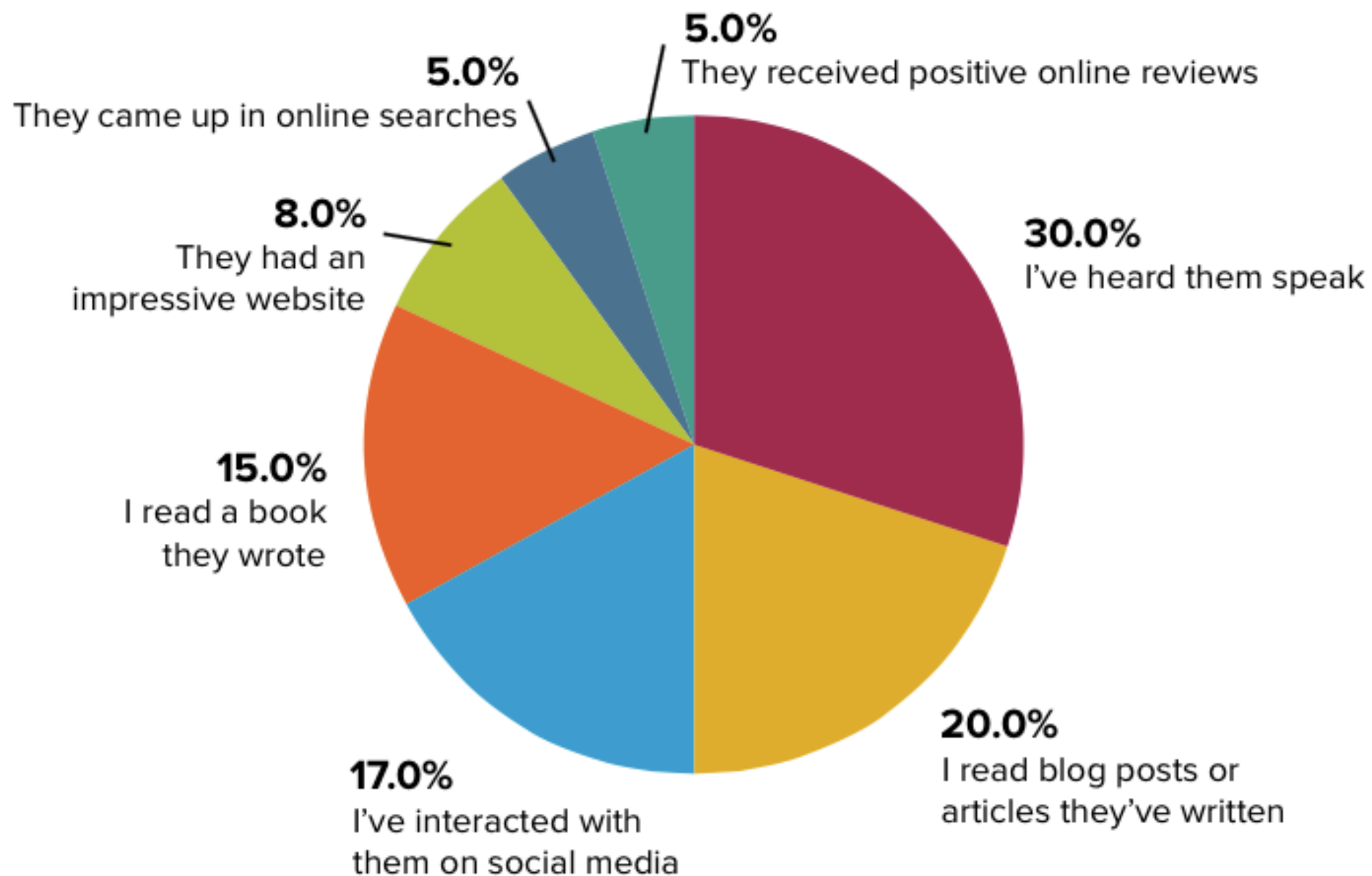
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# How Do They Learn About Your Expertise?



# **How to Keep The Referrals You Get**





# 51.9%

of potential clients have  
***ruled out*** a referral ***before***  
speaking with them.

Source: *Referral Marketing for Professional Services Firms Research Report*

*Why are these firms being ruled out?*

# 43.6%

rule out a firm because  
***they couldn't understand*** how  
the firm could help them.

# 29.6%

of professional services buyers have  
ruled out a firm because of an  
***unimpressive website.***

# 23.5%

rule out firms because  
of ***poor quality content.***

# 5 Must-Haves

— *for a* —

Successful Referral Marketing Strategy



Showcase successful,  
high-profile projects.

A large, bold, white number '2' is positioned on the left side of the image. It has a subtle drop shadow effect, making it appear to float slightly above the orange background.

In house-experts who  
speak at conferences  
and trade shows





A high-quality,  
professional website

# 4

Being at  
the forefront  
of industry  
trends

A large, bold, white number '5' is positioned on the left side of the image. It has a subtle blue shadow cast to its left and slightly downwards, giving it a three-dimensional appearance against the solid blue background.

Generating  
high-quality,  
educational  
content

# Thank you! Questions?

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Thank You

