

Golden Nuggets of Networking Wisdom

November 2011



“A Little Education”

Where are the Referrals? The what?

The word “referrals” means “cold calls” to people who are not interested in meeting us at all. In some cases it also means a poor way of paying somebody back by being re-active and not pro-active.

Giving endorsements mean we are pro-active. We actually make the call; we make the introduction for someone. We make Endorsements for people we trust who we feel will bring value to one of our relationships.

Isn't that what we want in return? Our time is so valuable, and once gone we can't get it back. So, our investment in contacting an endorsement is not a waste of time, they are awaiting our call.

Here is the true explanation of a Personal Endorsement.

A PERSONAL ENDORSEMENT (PE) is a prestige recommendation. It is a term created to explain “the process”. This process accelerates bringing together a motivated individual with a true sales professional. Simple, yet profound!

This is not a mere referral. A PE will only occur when you create value in the mind of the person you are speaking with – when you touch an emotional cord. Traditionally experts thought that a referral was the most efficient way of marketing, but they're mistaken.



There are two distinctive forms of marketing which utilize referrals. Through my research I have found that the first and most basic referral – Level 1 – is the name of an individual given by a prospect, a client or center of influence whom you would then contact. This is what most sales people are accustomed to receiving. After contacting the “referral” through whatever methods are at your disposal, you would then determine whether the person is interested in a product or service you have to offer. If they are, he or she would then become a qualified prospect. Think about it—these “referrals” are nothing more than names, or a list of names.

Your skill after receiving these names is paramount in the results you achieve. In reality, this type of referral is the type that most people regret giving.

Most sales people tend to harass or annoy these referrals and it reflects back to the person who gave the referral...negatively. Furthermore, because so many unprofessional sales people use this technique the general public resents this system, resulting in our professional image being lessened.

The second, more efficient type of referral is developed from a satisfied client or relationship after an in-depth discussion with another individual concerning the services you provide. This individual (referral) often is motivated to speak with you after these discussions. If you examine what has taken place you will find that this person has concluded that by possibly meeting with you, he or she will gain something of value. This process demands that you create a very strong relationship with the referrer, and usually occurs after you have worked with a client for some time and gained his/her complete confidence.

This second type of referral – Level 2 – is the best type of referral, although it too has drawbacks. The principal drawback being that the process is very slow and is not under your control.



The PERSONAL ENDORSEMENT (PE) system combines the best of both types of referrals. It represents a form of Level 2 marketing. For simplicity's sake, let us call PE system marketing Level 2A. The PE system accelerates the Level 2 process, allowing for a higher conversion ratio within a shorter period of time. It puts you, a professional, in front of qualified prospects within ten days from the initial meetings.

- ✓ This Process can be taught.
- ✓ This Process is repeatable.
- ✓ This Process" is measurable.
- ✓ This Process has allowed me to develop individuals in a very short period of time who earn over six figures.
- ✓ This Process is dynamic.

The PE system differs from all other systems because it generates high quality referrals who expect your call early in the selling cycle. Most professionals recognize that the selling cycle is minimally a three-step process: initial interview, discovery of client issues, and presentation. That said, I have seen many presentation interviews being done over more than three interviews, sometimes extending the cycle to six or seven meetings. The PE system generates the referrals after the initial interview and before case constructions.

To understand this you need to understand what an Endorsement Meeting is and how it works.

Download the full module - The "Ultimate Marketing Systems," and the associated Addendum - from our website to learn how to incorporate the Process into your business.