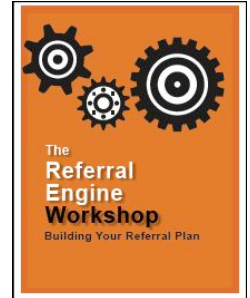


Teach Your Business to Market Itself - create your Referral Engine.



Warm Lead vs. Cold lead

Simply defined, The Referral Engine is the system that delivers 100% warm, qualified leads. Referrals are people who for the most part Know, Like, & Trust you.

Great ROI

Done correctly, there will always be some cost involved, but compared to traditional advertising and direct mail, referral leads can provide the greatest return on your investment of time and money.

In some cases the referral lead doesn't cost one thin dime. Compared to your firm's average cost of a warm lead - \$50, \$100, \$500 - the small training and admin costs of a referral thru a well managed referral program make a referral lead a real bargain.

Break even on initial investment is in the second quarter probably on the first or second sale resulting from a Referral Engine lead. Notice impact on new revenue below.

	Initial Set up Costs	1st Qtr	2nd Qtr	1st Year	Year 2	Year 3
Seminar Investment	\$5000					
Opportunity Loss	Variable					
On Going Support			\$100	\$800	\$300	\$300
	Affect on Revenue					
Incremental Revenue (IR)						
Present Monthly IR	\$10,000.00	10%	15%	15%	25%	30%
Impact on Monthly IR		\$1,000	\$1,650	\$1,748	\$2,937	\$3,881
Annual Impact IR run rate				\$20,970.00	\$35,242.50	\$46,572.75

The question then is, would you invest as little as \$495 to get a compounded \$20K return in less than 12 months?

Referral Engine leads are more qualified - Somebody - your referral source - has already explained the value you bring, why you charge what you do, and the solutions that you provide. So, instead of a lot questions trying to find out "Does this caller fit your ideal prospect profile," a lot of that work has already been done for you.

Quicker Sale from Referral Engine Leads

Everybody can relate to when you get a call from someone saying, "I was sent by so-and-so." The sales process goes a lot faster and easier. They are a better client. They refer business.

Better Positioning of Your Brand with the Referral Engine leads

Your existing clients may explain more effectively the value they received in a business relationship with your firm than any amount of marketing materials you could ever produce. Your story is much more believable from a third party point of view.

Fewer Issues on Price

Typically, somebody who comes to you by way of referral will not be as concerned about what you charge for X, and secondly will actually come to you in many cases expecting to pay a premium.

Borrowed Trust Through a Referral

Potential clients are looking to work with firms they can trust. Frankly, they don't believe your advertising. They expect that you will say great things about your firm or your service. When someone they already trust says you're all right, then you, in effect, borrow that trust.

Customer Experience & Corporate Culture

If you begin to look at The Referral Engine as your primary source for new business, one of the things you are saying is "For every client we bring in, we are going to make sure they are so happy that they want to refer their friends, neighbors and relatives." If you come from that point of view, and if everyone in your organization comes from that point of view – "the way we're going to measure our success is that we're generating referrals" – it has a tendency to make you do a better job.

Compare The Referral Engine

Look at all elements of return. Know that The Referral Engine is the most effective media you can employ for lead generation.

	<i>Low</i> <i>Dollar</i> <i>Investment</i>	<i>Low</i> <i>Maintain</i> <i>Effort</i>	<i>Low</i> <i>Maintain</i> <i>Dollars</i>	<i>Very</i> <i>Targeted</i> <i>Marketing</i>	<i>Low</i> <i>Learning</i> <i>Curve</i>	<i>High</i> <i>Customer</i> <i>Experience</i>
Referral Engine	X	X	X	X	X	X
Social Media			X			
Web Site						
Yellow Pages		X			X	
Press Releases		X				
Networking	X			X	X	
Direct Mail		X	X	X	X	
Tele Marketing				X		
Public Speaking	X	X	X	X		
Publish Articles	X	X	X	X		
Seminars		X				
Trade Shows		X		X		
Print Advertising						
Cold Calling	X			X		

If you want the highest return on your marketing dollar call 813.758.1772. See if your organization has the qualifications necessary to make a Referral Engine work for you. Ask for the Referral Engine specialist. Be ready to answer the following questions.

How large is your existing customer base?

How many times a month do you get a call from a stranger saying one of your customers insisted they buy your offerings?

Does your organization have vendors, business associates, networking groups?

Do you have a system for tracking lead, prospects and sales?

Do you like cold calling?

Is lead generation expensive?

How long is your sales cycle?

How does price of services affect your efforts to generate clients?