

Richard Gee

From: Customer Love [chris@customerlove.ccsend.com] on behalf of Customer Love [chris@customerlove.com.au]
Sent: Friday, 14 September 2007 12:11 p.m.
To: richard@geewiz.co.nz
Subject: eNotes from Chris and Lee

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15th September 2007

Generate Referrals

Dear Richard,

Obtaining referrals is one of the secrets to business success. A referral is a qualified or potential lead from an existing client who is already benefiting from the products and services you provide.

There are many ways to generate referrals for your business. Here's a few tips to get you started:

1. Ask your existing customers to provide you with names of people who could also benefit from what you offer. You can even provide an incentive to do so
2. Provide such a wonderful experience for your current clients that they want to refer you and willingly do so
3. Say "Thank You" and acknowledge people when they have referred business your way, they will be more likely to do it again
4. Follow up the leads your clients have given you. Chances are they have told their associate to expect a call from you, and if you don't follow it up, they will be less likely to refer you again

Customer Love Strategy:

Sending a Customer Love card to say "Thank You" to those who have referred business to you is important. Purchase a set of cards and keep them handy for those occasions. You could even go one step further, and purchase a Personalised Customer Love Luggage Tag as a gift of appreciation

To purchase a set of Customer Love cards

[**CLICK HERE**](#)

Building relationships. . .one card at a time

Have a great day!



Lee and Chris

PS: A note from one of our Customer Love friends. . .

Many thanks the cards have arrived safely and I am encouraging everyone to use them - The project managers have taken to the idea immediately and I can see it will be great for them so we will see how things go.

Greg Prior, IDM

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Thought of the Day

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