

Building Your Business By Referral

Strategies and Technologies

Presentation to  **networking**
your biz events
Connecting, Promoting & Educating Businesses

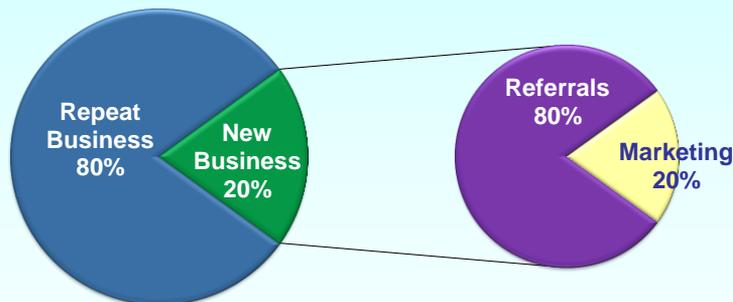
“Lunch & Learn” at Kaplan University
Friday, October 19, 2012– By Shep Bostin

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Profile of My Business

Sources of Business

Pareto Principle (the “80/20 Rule”)



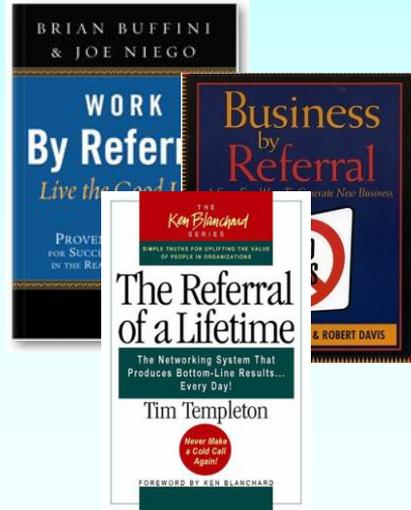
Take Care of Current Customers ; Get THEM to Give You New Customers

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Old Ideas – But GOOD Ones

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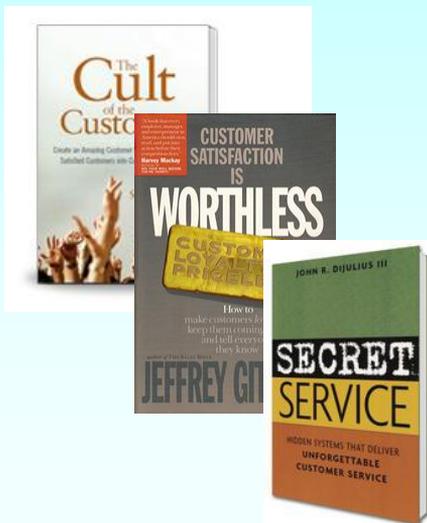
- Easier to keep customers than to find new ones
- Easier to ask for referrals than search for new business
- Easier (and cheaper) to appreciate current customers than market to prospects



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Taking Care of Customers

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- **Sweat the details**
 - Touch points
 - Impact points
- **Be memorable**
 - Moments of magic
 - Moments of misery
- **Be CONSISTENT**
- **BUT be FLEXIBLE**
- **Recover from error & look for the WOW!**

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Generating Referrals

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- Schedule your time
- Call clients
- Write notes
- Send “Thank You”
- Pop-By visits
- Build database - ABC
- Networking events
- Host parties/seminars

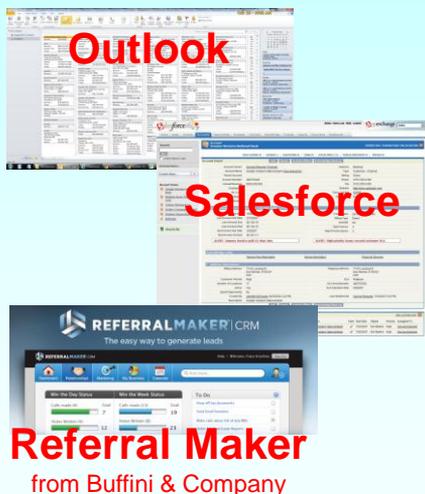
~~24x7x365, right?~~

NO!
2x4x3x8

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Technology Helps

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- Contact database with categorization
- Activity tracking
- Reminders
- Invite lists for events
- E-mail follow-ups
- Scheduling recurring appointments and activities

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Do all these little things
make a difference?

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Who is Kyle Thompson? Do you know this guy?



20 PGA Tour Events = \$36,820

19 PGA Tour Events =
\$6,133,158

Difference in avg. score =

2.59 strokes

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About Geeks On Call

Geeks On Call[®]
1 800 905 GEEK™

- **Founded in 1999, franchising since 2001**
 - Shep has been a franchisee since 2002
- **Franchises in major cities across U.S.A.**
 - Full coverage in D.C. metro area
- **Focus on high-quality, onsite service**
- **VERY selective hiring**
 - Engineers are nationally certified, bonded, insured, and background checked
- **NOT those geeks at Best Buy!**
- **Small businesses are our specialty**

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Where To Learn More

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All of the business books referenced in this presentation and more are cataloged at:

pinterest.com/shepbostin/business-books/

This will also guide you to the sites of the authors, a number of whom have additional resources to help you “work by referral”.

www.ShepBostin.com

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Where To Learn More

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