



## REFERRAL READY

Organizations must continually demonstrate that **referrals** drive sales success, career success, and even personal success. Whether others are recommending you, your organization or your products, the role of positive referrals is overwhelmingly significant. Without a clear picture being offered of “added value,” others have little incentive to reach out to you for assistance. Period!

**Unlocking Knowledge ONE KEY AT A TIME Makes Learning EASY—No Excuses!**

### *50 Basic Keys to Success*

- 1 Key delivered each day via email right to employee’s workplace
- Improvement each day for 50 days produces observable results
- Everyone is on the same page—working and improving together
- Outstanding motivation, support & accountability program options
- Understandable information in conversational style

### *Referral Ready Program Results*

- Everyone in your organization understands the importance of generating positive perceptions of themselves and their organization!
- Your clients/customers will be incentivized to provide more referrals to prospects!
- Your sales people will build expanded networks of potential referrals that lead to increased sales!
- Leaders and employees will utilize appropriate referral tactics in their career development efforts!
- Your organization will create a culture where creating a referral network is valued and productive for the organization and the individuals!

### *Concept Keys Programs ROI*

- **Cost Effective** - systematic improvement every day right on the job
- **Time Efficient** - 5 minutes or less each day
- **Immediate Improvement** - fundamentals are applied daily
- **Easy Accountability** - employee selects improvement areas
- **Documentation** - assessment for employee improvements
- **Enhanced Culture** - increased cohesion and commitment to quality
- **Certification** - the ultimate metric at a small additional cost.

The Referral Ready program is best implemented through application of the *Teamwork, Loyalty, and Commitment Development System Guidebook* for your Project Coordinator and Team. Specific detailed instructions are provided along with a wide variety of optional motivational support activities. This allows your Project Team to design a program for your organization’s unique culture - and one that will make good sense to your employees.

### Certification Achievement Package

#### Each Person Receives:

- 1 – Personal CK website account
- 50 – “Gentle Reminder” emails
- 50 – Daily Keys to Success
- 50 – Daily micro-lessons
- 50 – Daily organizational header messages
- 200 – Daily *Food For Thought* question areas
- 10 – Weekly quizzes
- 10 – Self-selections of Most Important Keys
- 10 – Weekly Key Application Action Plans
- 10 – Weekly Action Plan Reports
- 2 – Certification Exam attempts
- 70 – Days of downloading access
- 70 – Days of Engagement Index
- 700+ – Improvement engagement points

#### Each Program Leader Receives:

- Daily access to all participants’ program activity
- Daily opportunity to obtain detailed metrics for **documentation, assessment, and accountability**
- Daily option to download updated metric data for group comparative purposes
- Daily opportunity to provide immediate feedback to participants regarding their progress
- Daily opportunity to maximize the return on investment in workforce development



Need More Information?

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## REFERRAL READY

### Unlocking Knowledge One Key At a Time WORKS!

#### Referral Ready Keys

- Key 1 Develop a 'givers gain' mentality
- Key 2 Understand your value
- Key 3 Create a Networking Plan
- Key 4 Write down your business goals
- Key 5 Assess your current networking activity
- Key 6 Learn your Networking Style
- Key 7 Determine why you do what you do
- Key 8 Boost your Approachability
- Key 9 Share your interests
- Key 10 Expect Referrals
- Key 11 Know the difference between gold and platinum
- Key 12 Utilize a relationship building process
- Key 13 Add depth to your most important relationships
- Key 14 Sign up on at least one social networking site
- Key 15 Train your network to prospect like you do
- Key 16 Create a word-of-mouth plan
- Key 17 Spend 80% of your time managing your existing network
- Key 18 Cultivate diversity
- Key 19 Build your network intentionally
- Key 20 Join networking organizations where you can actively participate
- Key 21 Differentiate Yourself
- Key 22 Brand your message consistently
- Key 23 Profile your A+ customers
- Key 24 Describe the ideal referral
- Key 25 Develop a nose for news
- Key 26 Follow the chain of services
- Key 27 Target sources of multiple referrals
- Key 28 Partner with your vendors and suppliers
- Key 29 Create a personal Board of Directors
- Key 30 Prepare yourself for the Most Common Networking Question
- Key 31 Make real and consistent customer contact
- Key 32 Establish a customer advisory board
- Key 33 Distinguish fans from customers
- Key 34 Create community
- Key 35 Develop a process to ask for referrals
- Key 36 Thank customers for referrals
- Key 37 Align yourself with a cause
- Key 38 Share resources with your customers
- Key 39 Measure your referrability
- Key 40 Promote your top-referring customers
- Key 41 Reward them with 'cash'
- Key 42 Reward them with benefits
- Key 43 Reward them with recognition
- Key 44 Reward them with superior training
- Key 45 Exchange introductions
- Key 46 Volunteer to help
- Key 47 Showcase their products and services
- Key 48 Share your network
- Key 49 Solicit feedback
- Key 50 Build a referral team

#### Consulting Available

John Suarez is available for personal consulting either on-site or via web-conferencing. See more details about his background and qualifications below and at the Concept Keys website.

[www.conceptkeys.com](http://www.conceptkeys.com)

#### Branding Option

The customized branding option allows a company message to be placed at the top of every Key and sent to every employee every day for 50 days or once a week for an entire year. This will clearly make the statement that in your organization, career success means being *Referral Ready* at all times. **Everyone** will understand the importance of developing these skills.

#### About The Author

**John Suarez M.S.** John is a Certified Professional Resume Writer and Certified Networking Professional. In his ninth year as the Director of Training for the Missouri/Southern Illinois franchise of Business Networking International (BNI), John has trained and worked side-by-side with thousands of professionals in a wide range of industries. His consulting and training success is based upon his professional competence and development of an outstanding referral network.

