



Derick Mildred

Relationship
Building Referral
System.



RESULTS
FORMULA

Linked



More Business

In this chapter you will learn about.

1. A proven Referral System that works on LinkedIn.
2. How building quality relationships can help increase your referrals.
3. A Referral System that is easy to apply without the use of any kind of Affiliates, Apps, Plugins, Rewards or other Websites etc.
4. When you help others the rewards (Referrals) come back to you.



Increase Your
Word of Mouth
Referrals
via
LinkedIn



A tested and proven system
based on
helping others first.



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In return,
those others will help you,
by referring their friends and colleagues back to you when they
require the products or services you provide.



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It's all about

Building Relationships.



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Over time you can build
a Large Referral Network on LinkedIn.



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215.68	84
85.21	68
686.28	2
654.21	
84.42	
712.65	
266.32	
642.25	
92.35	
64.28	
752.46	
654.24	
685.95	
92.88	
68.48	

**REFERRAL
SYSTEM**

58.29	364.26
110.31	587.51
74.65	542.14
	475.26



95
8438
356455
7157210
1752211
305012
23481
5104



Suitable for



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Most Professionals including

Accountants,

Business Owners, Company directors etc,

Consultants,

Doctors & medical industry professionals,

Entrepreneurs,

Finance Brokers,

IT professionals,

Lawyers, Solicitors & legal industry professionals,

Realtors, Real Estate Agents etc,

Sales Professionals,

Industry Professionals etc.



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92% of consumers
trust recommendations
from friends above all
other forms of
advertising

(Nielsen, 2012)

WORD OF MOUTH



Many people say when they receive a word of mouth referral,
it's the easiest business they will ever do!



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Given the right reasons, most people like to refer.

Especially,

when they know somebody who is really good at what they do,
who can help their friends.

People like to help their friends.



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To make sure you are worth referring to others.

To be worthy of being referred to others, it's important that you, your business, your products or services live up to the high standards described in the following criteria

You, your business or company should

1. Be reliable & reputable,
2. Offer quality products or services that deliver on what they offer or promise to do,
3. Provide genuine, honest, sincere advice and recommendations,
4. Deliver quality service and support to the purchasers of your products or services,
5. Offer a high standard of service in all interactions with prospects as well as purchasers of your products or services,
6. Offer client / customer care initiatives better than your competitors.



How to Generate

Referrals

via LinkedIn

The Relationship Building Referral System.

Is easy to apply.

Does NOT require the use of any kind of

Affiliates,

Apps,

Plugins,

Other Websites,

or Rewards etc.



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Can be used with both,

Existing Connections,

&

New Connections.



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Here's how the

Relationship Building Referral system

works



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To Set Up Your Relationship Building Referral program

5 X Simple Steps.

- 1.) Build yourself a Network of Preferred Suppliers using the following criteria,
 - a.) All members of your Network of Preferred Suppliers must be reliable, reputable and above all, be focused on providing highest standards of customer/client service,
 - b.) They must be good at what they offer and deliver on what they promise,
 - c.) They should have good recommendations, reviews or testimonials,
- 2.) Select a specific target audience who you know would benefit from some of the products or services provided by the members of your Network of Preferred Suppliers.
- 3.) Download and Set Up your Excel Tracking form Or use a suitable CRM to keep track of your communications.
- 4.) Start by sending out messages to your connections, helping them overcome their biggest challenges and build your referral network.
- 5.) Consistently build your Referral network by helping people.



The more people you help,
the larger your referral network becomes,
the more referrals you will receive in return.



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In just a few minutes a day, you can help others & in return they help you.



The Steps Involved.

- 1.) You open the discussion with a new or existing LinkedIn connection,
- 2.) You ask them about their 2 biggest challenges or problems, or what's not working for them in their business,
- 3.) Then you reply with "I know somebody who can help you with that",
- 4.) Then you refer 2 'friends in business' from your Network of Preferred Suppliers to help your connection who needs their expertise, products or services to assist with their 2 biggest challenges or problems,
- 5.) Stay in touch with all 3 people and follow up to see how everything worked out,
- 6.) Keep a record such as an Excel file or CRM of who you have referred to whom.

You



Your Network of LinkedIn Connections

Your LinkedIn Connection who you know has 2 challenges they could do with some help with.



You select 2 people from your Network of Preferred Suppliers and refer them to help your other connection solve their 2 challenges.

Now you have 3 people who are extremely happy with you.

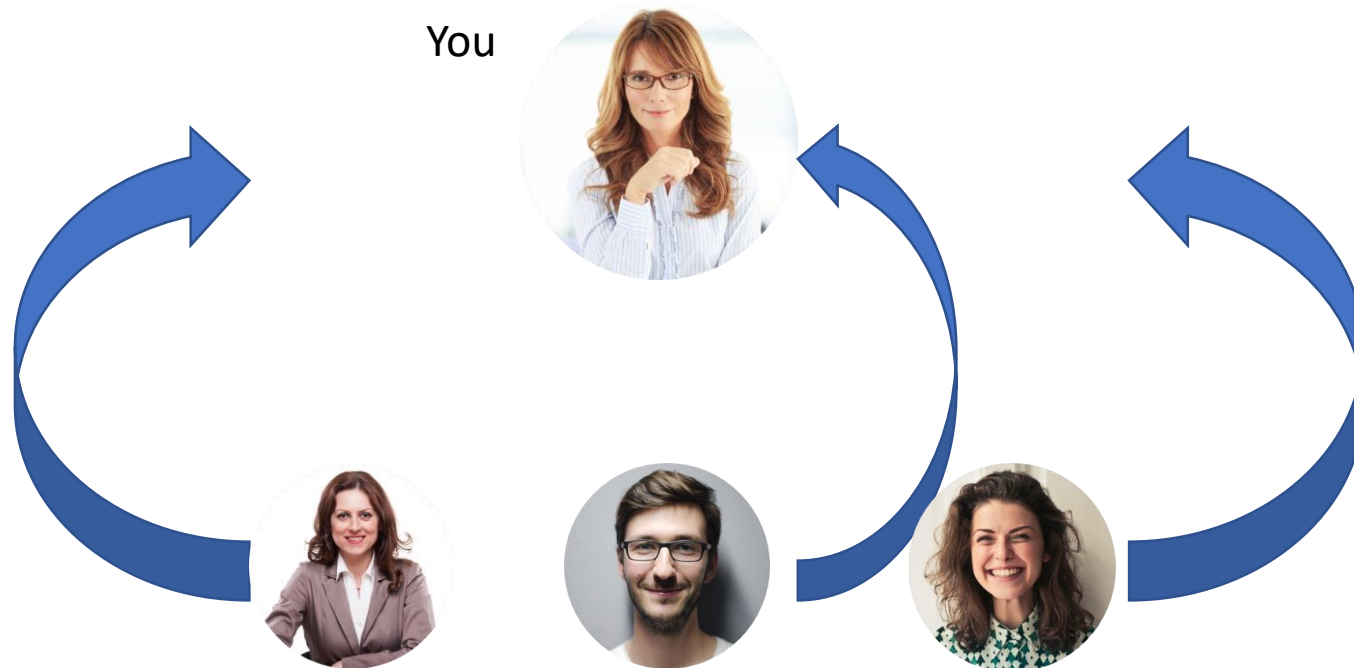
1 person who you have helped solve their 2 biggest challenges or problems.



& 2 people you have provided a genuine lead to and referred them to the 1 person who needs their expertise.

3 People Who Are Extremely Impressed with You.

In only a few minutes, you have genuinely helped 3 people,
now for all the right reasons, your relationship with them is solidly established and YOU are 'TOP of MIND',



Whenever these 3 people, or anybody they know, requires the type of services you provide, they will be in touch with you or refer their friends or colleagues to you.

2 Additional Benefits

Increased views of your LinkedIn Profile by your connections.

Increased awareness of

Your own business or company,

Your products or services,

Your areas of expertise etc.



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Build Your Referral Network



The Relationship Building Referral system
is the perfect tool to use to further
Interact, Establish, Build & Nurture the Relationship
with your connections on LinkedIn.



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A Quick Re-Cap.

After watching this video you should understand more about

1. How to build a referral network within LinkedIn.
2. The importance of giving first in order to receive.
3. Build stronger relationships that increase your referrals in literally a few minutes a day.



Your Objective.

Strengthen your relationship with your LinkedIn connections by referring and introducing to them to the right people (also LinkedIn connections) who can help them overcome their 2 biggest challenges or problems.



Remember:

The Fastest Way to Achieving
Results is to Apply.
Just Get Started and Implement.



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**SUCCESS IS NOT A DESTINATION,
IT'S A JOURNEY.
ZIG ZIGLAR**

Ziglar.com



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