

The Agents' Guide to

# Referrals

How to Implement a Profitable Referral  
Strategy for Your Insurance Agency



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New Edition

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## Notes for New Edition

The first version of *The Agents' Guide to Referrals* went to press late second quarter of 2014. Since then I've received an overwhelmingly positive reaction from insurance agents across the country. Truth be told, I wasn't expecting such a huge response (aw shucks guys!); so this new edition aims to expand on the ideas of the previous edition, based on the feedback and questions agents like you have given me. The foremost goal of writing this publication was not to promote my company, Rocket Referrals. Rather, it was to provide a brief and comprehensive guide to insurance agents on how to successfully apply referral marketing to *their* industry.

You see, there's no cookie-cutter referral marketing strategy that works for every business. But that doesn't stop a plethora of companies and educators from swearing by one specific method to obtain referrals across all businesses, i.e. B2B, B2C, retail, service, miniature schnauzer breeding, you name it. There are undoubtedly components of every referral strategy that's based on proven philosophy and research. The differences, however, remain in how the referral strategy is applied to each specific type of business.

It is my goal that after reading this book you'll have a much better grasp on how referrals are made in the insurance industry - specifically for the insurance agent. After all, the ongoing relationships that you build with clients put you in the best possible position to leverage a successful referral strategy. We wouldn't want you to miss out! For those of you that have read the first edition of this book I've included the majority of the new material following the 'Track your Referral Sources' chapter. I felt the previous version was missing a few key chapters that provide a wider perspective on the psychology behind a successful referral strategy for agents. I also include bonus referral tips, and define common terms with referral marketing. Enjoy!

# Introduction

Ask any successful insurance agent and they'll tell you that referrals are the touchstone of a thriving agency (good coffee is a close second). Interestingly, if you dissect what referrals actually mean for an agency, you'll find that referred clients are both a key source of revenue, and reinforcement that the agency is excelling in customer loyalty. Yet as important as referrals are, only elite agents have a comprehensive plan to get more of them. Too often for agents, their referral strategy begins and ends with providing great service.

The truth is, referrals don't always follow great service. In fact, most satisfied clients don't recommend their insurance agent to others. It takes *more* than great service to get those happy customers to speak up.

There is also the growing risk of commoditization in the insurance realm; specifically within the P&C market, for both personal and commercial lines. The direct providers are capitalizing on the rapidly changing digital culture we live in; they're going the extra mile in an attempt to force the insurance agent to join the lamplighter and switchboard operator as the most recent victim of technology.

The Geico and Progressives of the industry operate on efficiency and numbers. They're an entity; they don't have a hand for clients to shake. Using their robust marketing budgets, they try to give a face to their company - a persona that the buyer can relate with. Yet in the end, they compete solely on cost and mascots.

You might be starting to wonder why you picked up this book with all that doom and gloom. Well I've got good news for you.

- Insurance agents are best positioned for implementing a profitable strategy to increase referrals.
- Even in this ever-modernizing market, there's something the big guys don't have - the ability to develop strong and personal relationships with their clients. That's where the insurance agent wins every time. It's up to them to leverage their happy customer base and convert them into active referral sources.

The chapters below outline how agents can take full advantage of their clients and grow their book through referrals. It begins with the right state of mind. From here agents can take concrete steps to quickly achieve more referrals and higher revenues.

# I don't want your satisfaction, I want your loyalty

We all know customer satisfaction is important, but it doesn't guarantee more sales. The truth is, happy customers are just precursors to what you *really* want- customer loyalty.

So what's customer loyalty, anyway? Well, Harvard Business School defines it as customer *behaviors*, rather than *attitudes*. Collectively it's interpreted as the three Rs: retention, repeat business, and referrals. So in layman's terms- loyal customers aren't just sticking around; they're running around telling all their friends and family about you.

Don't get me wrong, customer satisfaction *is* important! But it alone doesn't yield dollars. I like to think of customer satisfaction as a prerequisite to customer loyalty, like the 101 course in the full curriculum. Now you can just do what's necessary to make your clients happy, or you could take the next step, and make sure they don't shut up about you. That's how referrals are made. The responsibility lies on *you* to make sure your clients refer. It starts by making your customers smile. But it doesn't stop there; it's the proactive approach of converting those beaming customers into devoted advocates that really makes an impact on sales.

# But I don't want to ask!

That's OK! Besides, asking a client for a referral flat-out is about as awkward as your Uncle Steve's whiskey sprinkled wedding speech. Luckily for you however, simply asking for a referral doesn't work anyway. But don't take my word for it; take a look at the data. Of those



83% of satisfied customers that indicated a willingness to refer, only 29% are doing anything other than paying their dues. You're probably thinking the solution would be just to ask for more referrals. Well, research proves that's also ineffective (not to mention uncomfortable) in the long haul.

This might throw your idea of referrals out the proverbial window, but the most effective referral strategies are proven to include tactics that actually *don't* include asking for them. A study by Advisor Impact, which focused on customer loyalty and referrals, surveyed over 1,000 clients and asked the reasons why they referred a service to others. An overwhelming 98% cited reasons that included helping their friends and family (people love to help!).

In only 2% of the cases did clients say they referred because the business asked them for a name of a friend. This research proved that by not first identifying customers likely to refer, businesses were asking the *wrong people* to give the referral. It also showed they were not effectively leveraging the reasons *why* people refer, and thus yielding scanty results.

Avoiding asking for referrals doesn't mean you should let your referral strategy take care of itself. Asking for referrals maybe a no-no, but sitting back and relying on happy customers to speak up is just as ineffective. Here's what you can do to increase referrals, and with it more paying customers. And all without feeling that sticky reluctance of having to directly ask for it!



# Initiate the “Referral Mindset”

So what does work? Well, it begins with a mindset for you, the agency, and that of your clients. The first step to increase referrals is to understand *why* your clients refer you to their friends and family. I get it; you want more referrals for several reasons – to help others, and to drop more coins into your piggy bank. But customers really don’t care about adding mass to your bottom line. They do care, however, about improving the lives of their loved ones. Therefore, as an agency, it’s paramount that communication with customers regarding referrals focuses on the reason *why* they refer. In other words, don’t make it sound like they are doing you a favor – rather you want to do *them* a favor by providing awe-inspiring service. This is the referral mindset for you and your agency.

The next step is to actively develop the “referral mindset” in the heads of your clients – right from the get go. Using language that conveys the significance of referrals for your agency- subtly, yet consistently, will ensure that you’re referred when the time is right. It’s very important to play on the *emotional* reasons why people refer, which is to help others. Remember, people love to help their loved ones. There are a several ways you can engage your customers that will be effective – and it starts right after they sign up.

Send a welcome email with a couple of sentences explaining how your business values referrals, and how they are important in growth. Emphasize that this growth is important because you love to extend your service to their trusted ones, to extend your family. This’ll convey the message that you’re referred often and therefore, must be doing something (or a lot!) right. Follow it up by saying you trust they will find

reason to refer you in the near future, because you care *that much* about what they think of you.

Find a reason to follow up with your customers as often as possible. Each time, give them thanks and let them know you are here to help with anything they need. Remind them that you're interested in extending your service to their loved ones. Over time, referring you will become second nature to your best clients.

I'll talk more about how to communicate with your clients (with examples) later in the book.



# Yeah, but can't I just get my referrals by word-of-mouth?

No, stop that right now. Bad agent! While I kid, both referral marketing and word-of-mouth do appear the same; however the concepts are anything but. Word-of-mouth marketing is about creating a buzz for your product or service. Imagine a house in your neighborhood burning down in the middle of the night (they made it out, I promise). You, your family, Bob the accountant, that jogger guy, and the man who talks to his mailbox gather around to talk about the glowing inferno. The next day the discussions travel to the office, gym, sock-collecting club, you name it.

Companies using word-of-mouth marketing are those lighting the fires (which in this case is arson, whoops) around the water coolers. They're active on social media, in the community, television, radio, and so on, finding creative ways to get people talking.

But chatter isn't the same as direct referrals. Take for example Oreo's 2014 Super Bowl tweet. Witty, creative, and timely. They captured the attention of millions of tweeters and got enormous press to boot. And I'm sure their sales benefited as a result – after all, 3 out of 4 grocery purchase decisions are made in store. Creating a buzz improves brand recognition and is perfect for selling cookies. But what about slightly more serious purchase decisions, like insurance?

**Oreo Cookie** @Oreo  
Power out? No problem. [pic.twitter.com/dnQ7pOgC](https://pic.twitter.com/dnQ7pOgC)  
Hide photo Reply Retweet Favorite More

**YOU CAN STILL DUNK IN THE DARK**

3,591 RETWEETS 944 FAVORITES

Profile icons of users who interacted with the tweet.

Keep in mind that when it comes to insurance, 87 percent of buyers turn to friends or colleagues first for referrals – while only about 1 out of every 10 shoppers start with independent research. This is where referrals are most effective. As mentioned above, referral marketing is not always about asking for recommendations, or offering incentives for names. Referral marketing is identifying your loyal customer base and targeting them with specific communication, which encourages them to provide referrals to their friends and family. So don't worry so much about creating a buzz around your agency. Instead, focus on finding your best customers and doing that "little extra" to get them to become vocal.

# Ok, who do I talk to, and where are they?

Remember I mentioned earlier that 83% of clients are willing to refer your agency? Well when it comes to implementing a referral strategy, these are the folks you need to focus on. But who are they? Where are they lurking? Well fortunately for you, you lucky devil, there's a quick and effective way of identifying them. It is called the "net promoter score" (NPS). This industry-recognized method developed by Fred Reichheld and used by many of the nation's top companies (including Apple and Southwest), uses a one-question survey to gauge your clients' willingness to recommend.

Now let me tell you, the NPS is godsend for insurance agents. It pinpoints your best clients that are willing to sing you praises. This is particularly relevant for agents because of your ability to establish strong and personal relationships with clients. *People* refer *people* before they recommend a company or brand. The NPS allows you to find the clients that have a propensity to speak on your behalf. Not you as an agency, but you as a person, their trusted advisor. From here you only need tip the scales to be dramatically in your favor.

In a nutshell, the NPS is single question- "How likely is it that you would recommend X agency to a friend or colleague?" That's it. Lead with anything more and your response rate will drop significantly. Clients responding from 0-6 are classified as detractors, 7-8 neutral, and 9-10 promoters.

It's a good idea to ask a follow up question after your client responds in order to provide an opportunity for them to explain their response. This is a great opportunity to collect testimonials or allow disgruntled

clients to vent. As for the email subject line, it should indicate that you are only asking for a brief moment of their time. According to mailchimp.com, general email marketing for insurance agencies has an average open rate of just under 20%. However, I have seen open rates of nearly 50% with the following subject “John, two questions for you.”

Here’s a good example of what I use for an NPS email:

Francis McGee <francis2988@gmail.com>

**From:** Dan Jurgens <dan@jurgensinsurance.com>

**Subject:** Francis, two questions for you.

---

Hi Francis,

It's important for my team and I at Jurgens Insurance to continue making improvements. That's why I'm sending this email, to ask for your feedback. This will help us continue to improve and offer the best service possible to you and others.

I only have two questions, and should take less than a minute to answer. The first one is below, and then a second will open after you click your response.

---

**How likely is it that you would recommend Jurgens Insurance to a friend or colleague?**

[0](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

Not Likely

Very Likely

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Thanks so much! And, as always, if you need anything or have further comments please call or email.

**Dan Jurgens**  
4010 SW Westwood St  
Ankeny, IA 50023

It's optimal to send the NPS to your clients every 6 months. This is **not** a one-time deal. This allows you to:

1. Provide two additional touch-points to your clients per year
2. Get a snapshot of how your clients view your agency over time to discover trends
3. Let them know you value their input through regular feedback
4. Discover and close the loop on disgruntled clients before they defect
5. Identify and focus your referral efforts on your strongest promoters

The results of the NPS survey will allow you to segment your clients based on their willingness to refer you. Now it goes without saying that if your clients respond negatively to the NPS you should follow up with them immediately. This works wonders with customer retention. But in regard to referrals you will focus on your promoters (those scoring 9-10).

# Give me Five

Five is the magic number. Five touch-points per year to your best clients will dramatically increase the chances that they'll refer you when the time is right. Every touch-point you deliver to your clients plays a huge role in reinforcing your brand and the perception of your agency. The idea here is to keep you "top of mind", that's to say, your agency is lingering in their minds, even if they aren't directly thinking about insurance. In order to get referred you cannot be hiding in the background only to appear when your services are needed. You need to constantly remind them that you're working for them behind the scenes and are providing an ongoing service for them.

When implementing this strategy I'm not suggesting that you ignore your detractors and neutral clients. Rather that you communicate with them *differently*. For example, the last thing you want to do is reach out to an unhappy client as if they think highly of your agency (it's impersonal, even condescending and it shows you didn't pay attention to their feedback). Tailor your contact with clients based on their likelihood to refer you. Begin with your best promoters (the 10's) and work your way down from there. This strategy will get you the best bang for your buck when reaching out to your clients. It'll allow you to remain cost-effective, while sending quality, personalized communication.

# Let's give them something to talk about

So now we've figured out who to talk to, and how often. What can you tell them that will encourage them to talk about you? Some ammunition they can use to share with others. Interesting content in conjunction with an established "referral mindset" is a powerful way to bring new customers in your door.

Finding ways to inspire your clients to talk about you as much as possible will expand the opportunity to become referred. Consider being a proactive source of education and resources for your clients that they can share with others. The more you're mentioned in conversation, the greater chance you have of becoming referred when their friends and family are in the market for insurance.

So how do you do it? Create that blog and send newsletters that include subjects that your clients will find interesting. Consider your audience and ask yourself what they will share with others. Now while stats and trends in the industry may spin your wheels, it's only going to send your clients to snooze-town. You want to find facts and anecdotes that will intrigue home or business owners. Separate personal and commercial lines and tailor your communication accordingly. Quick absorbing facts are best because they are easily recalled and sharable, as well as not too taxing on the modern attention span.

The most effective are those that bring everyday subjects and insurance together for a wide audience. For example, write about dog breeds and its impact on insurance. This is an interesting story which will bring insurance into everyday conversations, because it creates an

emotional touch-point (“Surely my fluffykins would scare off that burglar!”).

Most importantly, ask yourself if the education you’re providing is captivating enough to share with others. The goal is to get your clients to pass the information on to friends and family and inspire the question “where did you hear that?” If the audience is at all shopping around for insurance, this is a perfect segue to a referral. You need to find your way into as many conversations around insurance as possible. The more people you reach with gripping and educational content, the more opportunities you create for referrals. This is where your blog and newsletter will hold the most weight. Rather than droning on about trending insurance rates, give them something fun, yet relevant to read.



# Tone is key

Just before we get into the nitty-gritty stuff, let's take a moment to talk about tone. Now since you're reading this, you're probably savvy to modern marketing techniques. You can smell marketing a mile away! Well, so can your customers. Beyond that skepticism, the average consumer sees thousands of marketing messages a day; it can become a blur. So how do you cut through the noise?

In the case of referrals, it's all about communicating that you're *genuinely* interested in helping your clients and their family and friends. Now of course you have an agenda, you want that referral! But it's vitally important that every time you contact your client, you communicate the tone of authentically wanting to help them out, any way you can. This way, each touch-point is a personal note from a friend, rather than the fifth spam email they'd received that day. It stands to reason they will respond much more favorably to note from a friend!

These touch-points should also contain the elements of the "referral mindset" that I mentioned earlier. The language should delicately let them know that you appreciate referrals and that you are eager to help their friends and family. This message should not be abrasive, yet positioned as a friendly reminder. In other words, stay away from such statements as "Please refer me to your friends" or "It would mean a lot to me if you sent your friends my way." Rather it should be like a pleasant whiff of perfume fleeting in the wind. Lingering enough to make an impression, yet not overbearing.

Bold requests for referrals will only cause your clients to become suspicious of your intentions and clam up. Keep in mind that 98% of

people that refer do so to help their friends and family. It's not about you, it's about them. I can't stress how important it is to keep this mindset in your communications.



# Tell me what to send them already!

Okay, let's dive right in and explore the types of communication (with those sweet, sweet examples) that have been proven to be most effective at bringing in those positive recommendations.

## **Welcome cards**

Research shows that new customers are often eager to refer products and services. After recently making a purchase decision they are more likely to share their decision with others, even when it comes to insurance. Bringing friends and family aboard helps to validate their own, well thought out decision to go with your agency. They have also just had a pleasant experience with you through the on-boarding process while you put in a lot of face time. You're fresh in their mind and you want to keep that high going as long as you can to squeeze out as many referrals as possible.

I mentioned the welcome email earlier. Every new client should receive this as it's an excellent opportunity to begin initiating the "referral mindset". But everyone sends an email when someone signs up for a new policy. Even Geico. So to stand out, you have to leverage that *personal* relationship you have with your client.

I recommend sending a handwritten welcome card a week after they sign up. At this point the novelty is beginning to fade for your clients. A physical card sent first-class mail has a positive and lasting impact on your clients. Not only is it far more personal than an email, it will likely loiter on their kitchen table and be visible for others to see; it's a conversation starter. You are essentially creating more opportunities to get a referral by inspiring your client to talk at the right time.

John,

We are thrilled to welcome you to X Agency! Please contact us with any questions at 515-555-5555.

I truly enjoy sharing my experience and helping others. Therefore I want to extend my hand to your friends and family. If they ever have questions or need advice they can call me directly. I will be sure to take extra care.

Jennifer Henley

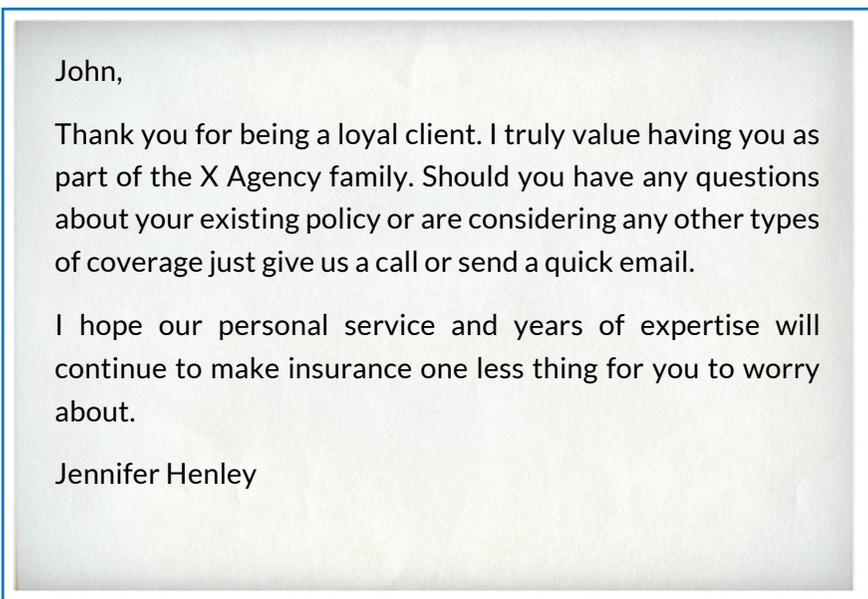
## **Loyalty card**

The next type of communication is specifically tailored to your promoters- the loyalty card. Letting your best clients know that you appreciate their business is very powerful. Especially when there's no catch, and no obvious agenda behind the message. Sure, you appreciate their business, but the goal is for them to give you that referral! And it works. But to your happy promoter you're doing nothing more than saying thank you and reaching out. Just remember to keep the tone pleasant and helpful.

The loyalty card (just like all your communication) shouldn't be just a generic, automated email that's sent to every client on the anniversary of their policy, or when renewal time is creeping near. Remember, they'll see through this. We all still probably get the automated letter from the car dealership where we bought our car. Don't be that guy. Send a handwritten note letting them know you appreciate their loyalty. Again, this will go much further to establish a personal and

lasting relationship built on trust. Trust that will likely transfer to their friends and family when they refer you.

Because you're able to first identify your most loyal customers (specifically those willing to provide a referral) you're able to fit this strategy within your time and budget. When a thank you note is unexpected, it dramatically improves the impact on your client. It is also a great time to remind them that you offer other services, should they now require them. Below is an example of an effective loyalty card to send to your best clients.



## **Thank you card**

So at this point it's critical to track and thank your referral sources. After all, it's a sincere compliment to send friends and family your way. Also, clients that just referred you are a burning hot source of additional referrals. In fact clients that have already referred you once are 20 times more likely to refer you than your average Joe. Keep the

fire going by letting them know you genuinely treasure their referral and will take care of their friend. A handwritten thank you card is perhaps the best way to let them know you are grateful. Make them feel like they just contributed to your “family” of clients and you welcome them as part of the team. A great example of an effective thank you card is provided below.



John,

We just wanted to say thanks for referring Billy. It's great to know that we provide a service worthy enough of those close to you. We promise to take good care of them, so they are in good hands.

Thanks again,

Jennifer Henley

## **Testimonials**

It's common knowledge that testimonials are a terrific, quantifiable tool. They're frequently used in sales and marketing material to increase “social proof”. But there are benefits of actively collecting testimonials that span beyond promoting your agency. It's also very effective at inspiring your customers to refer you.

Our brains use several tricks and shortcuts to help us make up our mind quickly. One of those shortcuts is that people process choices faster when a similar decision has been made in the past. Another is that we stay consistent with our prior decisions, especially when we've

made it publicly known how we feel. For example, if you buy an Apple computer product (and then show it off to your friends), you'll almost definitely continue to buy an Apple product when it's time to upgrade. It's a "no-brainer" decision.

So what does all of this have to do with referrals? Well, when someone publicly shares how they feel about your agency they're much more likely to share that again with their friends. You're essentially giving them an opportunity to practice their pitch that they'll give on your behalf. As a bonus, those clients that provide you a testimonial are much more likely to stay with you for the long haul, because they see it as being consistent with what they had once said.

Follow up the NPS survey by asking your promoters to provide you with a testimonial. First thank them for being a loyal customer and tell them you appreciate their business. Tell them that their feedback is valued and you would like to know what your agency is doing right.

Accomplish this by asking for a specific example in which you have helped them. For example, "We are thrilled that you rated us highly! Will you please tell us an experience you have had with us that made you happy?" Sure, these are leading questions, but that's the point! You have already identified these customers as your promoters so they will be willing to talk highly of you. You just need to guide them to give you explicit accounts for powerful testimonials.

Your goal is to have your customer write a brief story about your service that highlights your strengths. This is what will resonate with prospects, reinforcing a positive message about your agency in their minds.

Finally, provide examples of strong testimonials for your customers to see before they write their own. The best way to get your customers to write powerful and meaningful statements is to give them a pattern to follow. Display a couple of testimonials that you have gathered that highlight what you're looking for. They're likely to follow the format

and give you something much more valuable (everyone naturally wants to be a little more helpful than the last!) If your agency is lacking good examples don't worry, they'll come if you follow the steps above. Once you build up a few, include them in future requests.

Keep in mind that a tidbit of psychology also makes a big difference when it comes to client retention. Testimonials leverage what is known as cognitive dissonance. This is the nerdy term for the uneasy feeling people experience when one belief conflicts with a pre-existing one.

After a client has made the commitment to promote a business to others it becomes part of their self-image. When asked to further show their commitment (sticking around) they will be far more likely to do so – rather than conflicting with this shared belief and developing a dissonant state.

## **Surprise!**

The best companies use surprise tactics as a method of promoting their brand and inspiring customer loyalty. We are hardwired to follow patterns, so experiencing unexpected change conjures up emotions. KABOOM! A ramshackle car just backfired and you feel your ears move slightly and heart rate elevate. If not to startle per se, the most successful agencies have discovered ways to invoke the same primal instincts in their clients but in a delightful manner. Doing so goes a long way to spark those positive referrals into action.

Scientists have recently used magnetic resonance imaging to determine that the part of the brain associated with pleasure really cares when you get something unexpected. Positive surprises provide a rush of dopamine and cause the happy center in your brain to light up like a Christmas tree. According to the study, Dr. Gregory Berns, Professor of psychiatry at Emory University, stated: "If you get a present for your birthday, that's nice. But you'll like it a lot more if you get a present and it's not your birthday."

It's crystal clear that offering positive surprises to clients will make them smile. Here's how it can be used to directly increase referrals. Send an unexpected and shareable gift to your best clients and ask that it is enjoyed with a friend or family member. The positive experience will resonate and transcend directly to their closest companions. The goal here is to make your promoters extra happy, and do so in a way that physically brings them in contact with people that trust them.

Keep in mind that it's more effective to send gifts to those customers who rated high on the NPS survey, in order to yield the highest ROI with this strategy. So, what do you give them? Consider including a gift card to a coffee shop, so they can share the gift with a friend or family member. In fact, ask that they do so. Not too much, just enough to cover two lattes. This will encourage your happy clients to gather with your new potential clients. Besides, the caffeine might induce an extra little feel good- as long as it isn't enjoyed on a Monday, right? An example of what to include in the card is provided below.

John,

I want to take this opportunity to thank you for your business. We at X Agency truly value you as a customer and appreciate your loyalty. I've included a gift for you to share with a friend. Enjoy a morning with them on us. It's our way of saying thanks.

Jennifer Henley

## Facebook



Let's take a different look at social media, namely Facebook, and explore how it can be used get you more referrals for your agency. More and more businesses are fervently combating for the coveted spot on the News Feed. Some agencies are so eager to get plugged into Facebook that they get it horribly wrong. Facebook, like any other medium, must be used properly to be effective. Therefore, when using social media to gather referrals for your agency consider how your clients are using the platform to consume your message.

There's an opportunity for your agency to leverage the obvious connections between their vocal ambassadors and their friends for referrals, but you have to have a strategy.

Let's take a step back and think about why people are on Facebook in the first place. A study by the Pew Research Center published in early 2014 lists the top reasons why users log onto Facebook. A couple of these include receiving updates and comments, and sharing experiences with friends and family.

Getting advertised to didn't make the list. An obvious observation, yet so many companies continue to flood the News Feed with unwanted (and ignored) content. OK, so people don't drive on the interstate to read billboards or watch TV programs to see commercials (outside of the Super Bowl) either. The point is, whenever a person can easily ignore an advertisement, they will, and this holds true for misplaced advertisements (sponsored posts), in a user's Facebook timeline.

Rather than spending time and money advertising on Facebook, find creative ways of getting your vocal promoters to say good things about you via comments. Sure, when people like your Facebook page it's nice, but it doesn't go very far with those who have never heard of you. Positive comments, however, reach new audiences with a message that is as close to a positive referral that you will get on social media. It means so much more when a prospect hears how great you are from someone they know. It will significantly dilute the feeling of being advertised to online and transfer trust from your ambassadors directly to their friends and family. Also, considering that half of all Facebook users have more than 200 online friends, the reach of the message has quite the potential.

The best way to get referrals via Facebook is to make it easy for your vocal clients to share you with their friends. You can accomplish this by providing a "Recommend" or "Share" button to your promoters directly following the NPS survey. You can also send them a testimonial request and ask that they recommend you on Facebook. Like the other tactics I mentioned earlier, don't be overbearing with your message. If you've followed the "referral mentality", they'll be more than happy to oblige.

This allows people to add a personalized message to a link to your website before sharing it on their timeline. An added bonus with the recommend button is every time a user clicks on it you will gain a Facebook Like for your page. Just think how much better this message will be received by its intended audience – and unlike sponsored posts coming from you, it's free!

# Track your Referral Sources

Finally, it's important to stay on top of your referral sources and progress. Like any other area in your agency, a referral strategy should be consistent and tracked over time. Keep a list of the clients that are willing to recommend you, and what efforts you have taken to communicate with them. You will be able to log the success of your strategy and adjust it over time. Most of all, *make sure you're recording which customers are sending business your way.*

Perhaps you're currently asking your new clients "How did you hear about us?" Well with this method you'll receive mostly generic responses such as "Google" or "a friend". That does nothing to strengthen your referral strategy or thank your active promoters. Instead, consider asking every new client "Who was it that referred you to us?" and as a bonus add, "Because we'd like to send them a thank you." This question is much more explicit and yields more precise information for you to act on. Remember, we want to gently help them give the right response, as well as appeal to their want to help their friends.

If your client did come by way of a referral you will know who to send a thank you card to. If they weren't referred they will probably correct you and say where they got your name.

There's more benefit to asking this question than the answer itself. By asking, "Who referred you to us?" you are making the assumption that they were referred to your agency. This tells the person that you do a lot of referral business without you ever having to tell them. At the same time you are planting a small seed in their head, that when watered, will sprout a fruitful little referral tree in the future.

# Different Strategies for Different Industries

I face a hurdle when describing the intricacies of a successful referral and retention strategy; overcoming existing beliefs on what exactly constitutes “referral marketing.” Unfortunately, the subject is dominated by processes that are tailored for the retail space. So that means that when service-based businesses attempt to apply the same methods, they get lackluster results. It’s simply not a “once size fits all” science.

That’s the main reason I wrote this book to begin with; to explain exactly how insurance agents need to tailor their referral strategy to work for their industry. In the process, I’ve created terms for these new concepts which are probably unfamiliar to most agents. Don’t worry, there’s nothing cryptic about it, and I’m not going to pretend to be some mysterious guru; I’m going to spell it out for you, step by step so you can get real, measurable success in your referral strategy.

The section below will shed some light on a couple of the terms we pioneered at Rocket Referrals:

- Referral Marketing
- Referral Equity
- Outbound / Inbound Referrals.

## **Referral marketing**

Referral marketing is a long term strategy aimed at leveraging existing clients for positive word-of-mouth recommendations. Rather than traditional marketing, which aims to convince clients directly to purchase products or services, referral marketing seeks to transfer trust between its client base and a prospect. This strategy is most effective when it leverages the strong, mostly emotional reasons why people refer others (reciprocity, social status, obligation, exclusivity, desire to associate with similar people, etc.)

A referral is the bridge that connects a company to a new, prospective customer through an existing customer. Because there is a direct link between the prospect and existing customer, trust transfers. That is, if the client trusts the company, then surely the company is a trustworthy option to the prospect. Therefore the barriers that exist between a typical prospect and the company are broken down by way of the referrer, who is acting as an active promoter for you. As the trust transfers, the resistance is diminished, and sales are much easier to obtain.

Here's a bit of hardcore science to back it up. Science in the field of social network theory describes the connection between (A) current customers, (B) companies, and (C) prospects as "triadic closure" (feel free to use that at your next cocktail party). According to renowned sociologist Georg Simmel, "If a strong tie exists between A-B and A-C, there is a weak or strong tie between B-C". In other words, a link between a company and prospects already exists via current customers. Referral marketing aims at exploiting the relationship between your customers and prospects, yielding a much higher conversion rate; research shows it brings better suited and more profitable customers.

## **Referral Equity**

Intangible assets are very much part of the valuation of a company as the physical assets themselves. Generally creations of the mind, intangible assets are considered critical to the long-term success or failure of a company. Intangible assets stretch beyond brand recognition alone, however, and can relate directly to the reputation of a company itself – such as goodwill. There is one area of intangible assets that is not widely known to most businesses, and that's "referral equity". At Rocket Referrals we define referral equity as the segment of your customer base that is actively giving you positive referrals.

It's important to distinguish between the referrals themselves and referral equity. Actual referrals are a product of referral equity and because they are so regularly converted to new business, they're more closely related to revenue. The asset itself lies in those customers that are actively bringing you new business. Referral equity is the sales force companies have working for them that aren't on the payroll. It's important to note, however, that even if a customer is willing to refer (promoters), they aren't necessarily part of your referral equity until they have given a referral. This explains the large gap that lies between a high Net Promoter Score and actual referrals.

## **Outbound/Inbound Referrals**

As an insurance agent you're well aware of how often referrals convert into sales. At the same time, you've likely noticed that certain types of referrals have resulted in higher conversion rates than others. Yet, you probably haven't been able to put your finger on exactly what differentiates the high converting referrals from the rest. That's right, not all referrals are created equal; they are either inbound, or outbound.

Let's start with outbound referrals. These are most accurately described as names of individuals referred by an existing client that an agent must actively reach out to. In the process you'll probe to see if there is a real need for your services, and if the timing is right. Too often you're barking up the wrong tree and your referred prospect isn't ready to make a switch. While not absolutely ideal, outbound referrals are still much better than cold leads. Trust is transferred from your existing client to the prospect, and that's a better start than any cold call. So what's the ideal scenario? That'd be inbound referrals.

Inbound referrals are those prospects that contact you directly. An inbound referral strategy focuses on empowering promoters to be on the lookout for prospects that are in present need for your services and sending them directly to your front door. It includes identifying promoters, putting them in the referral mindset, and keeping them there with personalized touch-points. This way you're able to capture

more referrals over the long term, rather than at one specific point in time. Moreover, because inbound referrals contact you, they are much more likely to be in a buying state of mind, a better match, and therefore convert to sales much more often. They're the closest you'll get to an easy lay-up when it comes to new clients.

## **In a Nutshell**

**Outbound referral strategy** - focus is on asking as many clients as possible for names of friends and family that may be a good fit for your agency - and then following up on the leads.

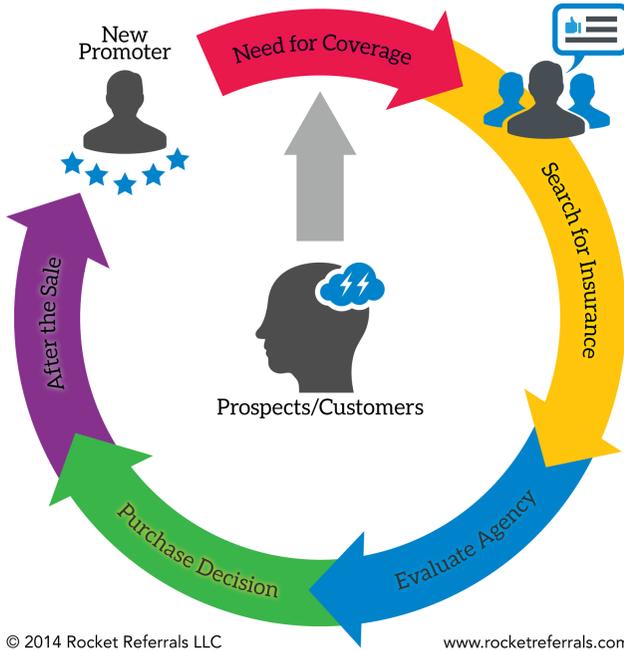
**Inbound referral strategy** - encompasses a long-term strategy of identifying promoters and encouraging them to refer your agency over time, resulting in referred prospects calling the agency directly.

# Why you should enable Promoters

I talk a lot about how targeting and timing communication is crucial when implementing a successful referral strategy. The overarching goal is to touch base with your loyal clients (active promoters) at specific times in order to increase the likelihood that your agency is referred to their friends and family. When it comes to making the purchase decision for insurance, there are very distinct windows of opportunity in which a prospect can be influenced. Better understanding these opportunities will provide insight into why referrals are such a lucrative source of new clients.

Naturally every industry varies. They're different in how customers learn about products or services, the amount of time they are in the market, and what triggers are needed. Formally, this cycle is called the "Buyer Decision Process". The driving force behind purchasing a product or service changes - but research has been able to identify significant trends in different industries. And it turns out that the insurance market is overwhelmingly referral-centric.

This means that the decision behind purchasing insurance is greatly influenced by personal recommendations. Below is a diagram which explains the buyer decision process for people in the market for insurance.



## Need for coverage

There are generally three categories that prompt the need for an insurance policy:

1. Existing customers that require additional coverage (such as purchasing a second car)
2. Prospects new to the market for insurance (new home or business owners)
3. Prospects defecting from their current insurance provider

For each of the reasons listed above the window of opportunity to reach a prospect is rather small. Insurance is one of those services that most people cannot live without. For this reason you want to make sure that you reach them at the right time - when they're shopping for a new policy. It's impossible for you, as an agency, to always be in front of all prospects. Therefore enabling existing customers as active promoters will greatly enhance your chances. You're essentially

arming your clients to do the selling for you in the trenches. After all, they are around their friends and family a lot more than you. If you are seeing them more than their friends and family, then the authorities would probably like a word with you!

Also, note that the decision to buy new insurance is often triggered by emotional reasons. A bad experience with their current provider is likely to inspire change. And when people are angry they tend to act quickly.

## **Search for insurance**

Keep in mind that only about 1 out of every 10 shoppers start their research for insurance online. Agents should know where your prospects are getting their information. With the vast majority of people leaning on their friends and family for suggestions about insurance, it's important to develop a wide network of promoters. After all, they are much more valuable than SEO - or any other marketing technique for that matter.

## **Evaluate agency**

A referral does not necessarily guarantee a sale. After an agency is recommended to a prospect, most do research online before pulling the trigger. According to a 2014 report performed by the Hinge Research Institute,

81 percent of buyers ultimately judge a business based on an examination of its website. If your website still has that animated dancing baby from 1997, your hard-earned referral has just been stopped dead in its tracks.

Therefore as an agency, your website must be up to snuff as to not turn off potential customers. It should contain enough information to guide them in their purchase decision and move them along the path to a sale. Of course after a scan of your website you'll often need to speak with your referred prospect before they make up their mind. Good

news for you is a referred prospect is already primed for the sale - you just need make them comfortable to sign on the dotted line.

## **Purchase decision**

Kaboom! Your prospect has just been converted into a customer. They've made up their mind and they've decided to go with you, good job. But for an agent, your job is far from over. It's now time to convert them into vocal advocates.

## **After the sale**

This is when the agency does most of the work in promoting an effective referral strategy. Current customers are your best source of referrals and your closest connection to prospects. It's your job to enable them with information and put them in the referral mindset so they're able to identify and refer the right customers for your agency.

Advocates are extremely important because, according to the same study by the Hinge Research Institute, 87 percent of prospects begin their search for insurance by turning to friends and family. The more customers an agency converts to advocates, the more people will be pointed toward your agency. Therefore, find ways to increase your number of promoters and look for ways to make it easy for them to refer your agency to others.

In this industry it's paramount to consider how referrals impact new sales. As an agent you have control over the buyer decision process by increasing the likelihood that your customers will reach out to prospects (their friends and family), and interact with them positively.

# Referral Cards

Referral cards can be a valuable tool in the agent's proverbial tool belt. If used correctly, they're an effective method of passing trust from an existing client to their friends and family. Here's why.

Referrals are, by nature, intangible. As powerful as positive recommendations are, they often take place verbally, and therefore can evaporate between when they're given, and when they're needed. As mentioned earlier, the purchase decision process for insurance happens at very distinct points in time. Optimizing a referral strategy includes finding ways to stay top-of-mind with your promoters, so that when an insurance referral is needed, the name of your agency is quickly transferred from promoter to prospect. You could think of it as purchasing a bed; it's a considered purchase, something you don't buy often at all. But if you watch TV or read the papers, Sealy Posturepedic will regularly be reminding you of their products and benefits. So when the time comes to finally buy a bed, you already have Sealy's annoying jingle on the tip of your tongue.

In a perfect world, your agency will always be referred to a prospect that is willing to pull the trigger. However many referrals will happen with clients that aren't ready to switch. Perhaps they will be a week from now, or even several months after the referral was made. Therefore, as an agent, you want to be in front of the prospect the moment they pick up the phone to change policies.

Under these circumstances a referral card can be used as an instant reminder to a referred prospect - as a tangible reminder of your agency. Now, many agents have thought this through and therefore handout several business cards to their clients to give away. Unfortunately they don't have quite the effect as a referral card, because they are merely contact information printed on cardstock - they have no real intrinsic value. It's impersonal, clichéd and thrown

around ad hoc all the time. It reminds me of a joke along the lines of “When someone hands you a flyer, it’s like they’re saying “Here, you throw this away”. Referral cards are better.

Referral cards are something that an agent gives their promoters to give to their friends and family that has exclusive value to the recipient. However, every agent is well aware of the regulations on giving away gifts or monetary incentives to clients or prospects. This is where you need to be creative.

There are no limits on the amount that you can give away to a charitable organization. On your referral card, offer a donation to an organization of the prospect’s choice. It’s a perfect fit. People naturally want to help others, and giving to charity is a soft spot for many people.

Who can forget how contagious the ALS Ice Bucket Challenge was? Well, it raised over 100 million dollars in a few short months. If the conditions are properly set, it could very well create the perfect storm for charity and insurance quotes.

The referral card is a promise to make a charitable donation on behalf of a prospect; all they need to do is call to speak with you and let them know what charity they wish the donation to go to. In return, all you ask is for their name and email address to send a copy of the confirmation - because it’s your policy.

Here’s the kicker. Tell your promoter that if their friend calls and places the donation, they will also be entitled to a donation to a charity of their choice. This way they will not only be more likely to give the referral card to a trusted friend, it will also encourage conversation and facilitate a sense of community around your agency. I know you’re probably thinking “Damn, 40 bucks!” But, that’s less than the cost of a lukewarm internet lead, and pays much higher dividends. Not to mention a tax write off come April.

Make sure you hand out these referral cards selectively, and to your best promoters. This scarcity will ensure that it burns a hole in the

pocket of your promoters. After all, if they don't pass it on then a donation will never be made for the said amount. If you hand them out in surplus, they will likely be considered solely a ploy to new prospects, and lose their intrinsic value. Besides, you want your promoters to handpick the best possible fit for your agency and give the referral card out accordingly.

The clever (or devious, depending on your point of view) thing about this tactic is that it's not just the sense of altruism you are appealing to here. You are also creating an even larger societal expectation for the referral to "cash in" the donation. After all, who in their right mind wouldn't give that donation, especially as it costs them nothing? What would the friend that gave them the referral card think if they didn't make the donation? It appeals to societal pressure as well as generosity.

Ultimately though, you've just initiated a positive, and giving relationship with a quality prospect that your promoters have indicated would be a good fit for your agency. You're now only a short time away from a new client; one in which you can send another referral card so you can continue to pay the donations forward. All of a sudden you have a continuous network of referrals inspired by goodwill and charitable giving. Aren't you a good person!?

By empowering your loyal customers to bring in their friends and family, you're also facilitating conversation that strengthens your brand. Referral cards will get people giving the gift of your business, as well as charity - by making it worth their while to do so.

The best delivery method for a referral card is a handwritten note with language that works in conjunction with the card itself. Below you will see an example of the note, and the enclosed referral card.

Francis,

Because of your loyalty I have enclosed a gift for you to give to someone close to you. All they need to do is call and tell us where to send the donation. In return, we will donate the same amount to a charity of your choice. Just give us a ring after you pass it on. Many thanks!

Dan



**\$20 Donation** to the charity of your choice.  
Just call us and tell us where to send it.

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# Eight easy-to-fix problems facing Insurance Agents

Now this wouldn't be a proper revised version of The Agents' Guide to Referrals without some comic relief - at least in my opinion. Let's shift away from referrals and have some fun exploring a few of the mishaps of some of your peers. The following are purely exaggerations, in order to close on a light note.

Having met with my fair share of insurance agents I'm generally impressed with the level of professionalism they display. There are a few characteristics I've come across however, that seem to creep their way into a handful of agencies. Although not the norm, the following issues are pretty easy to correct. And of course, this will all seem common sense to you, but as Voltaire said, common sense is not that common.

## #1 - The Hoarder



If the manila envelope is your best friend, then make sure he and his buddies aren't in party mode, scattered across your desk. To be fair, some of the best minds paid little attention to the arrangement of their workspace. Some studies show that messy desks do promote creativity

and the breaking free of tradition and norms. Albert Einstein, Steve Jobs, and Alexander Fleming were notoriously messy.

But insurance agents are not spearheading the Manhattan Project or reinventing portable music. They're managing risk - and organization is paramount. Some studies show that even slight disorder encourages poor discipline and carelessness. Chaos begets chaos.

Prospects sitting adjacent to a pigsty for a consultation may assume that their policies would join the stack of files in disarray, becoming easily lost or confused with others. The first mix up or hitch with a claim, either by the carrier or agent, will always be a result of the arrangement of the desk (at least in the mind of the customer).

## **#2 - The 90's Website Guy/Gal**

We've already discussed that 81 percent of buyers referred to an insurance agency ultimately examine its website before making up their mind. If you still have a web site hit counter at the bottom of your page, then you may be a little out of touch with technology. Unfortunately many insurance agencies need to update their website. If you're not digitally gifted you can still make your prospects and customers think you are.

There are tools available now that make it very easy to build a solid website. You can easily find comparisons of the most popular options with a Google search. Keep it simple, keep it relevant, and keep it updated. Insurance agents might not have the budget to host multi-million dollar websites - but you do have the edge of building personal relationships. The website should convey this message.

Include a list of the services you offer, contact information, your mission statement and testimonials. Just make sure it's modern. Online quoting is an option if your business strategy includes acquiring online leads. Again, keep it simple.

### **#3 – Mr./Ms. AOL**

Recent studies show that most people communicate digitally (text, email, social media) just as much as they do face-to-face. Kids these days, huh? Similar to having an up-to-date website, your email address should also be nothing less than professional. You use it all the time to communicate with your clients after all.

I wish I had a quarter for every groovy\_girl\_76@aol.com or llamalover@cox.com email address I've seen from agents. It's easier than ever to set up a professional email address that includes your agency domain name. Even if you don't have a website that's state-of-the-art, you can set up an email domain with your agency name very quickly. You will need to print new business cards. But it is worth it. Because, honestly, llamalover does not fill me with a great deal of confidence for the provision of my insurance needs.

### **#4 - The Potty Mouth**

You would think this one would go without saying. It's about portraying a level of professionalism. Yet some agents casually let out the occasional #\$\$%! when dealing with customers. The belief is that after feeling out a client the agent will feel out and reciprocate a relaxed atmosphere, as to make them feel comfortable.

But if the client is dropping the f-bomb, that doesn't give you the green light to go shock and awe with reciprocated f-bombs. Profanity parallels unprofessionalism. Your clients want to feel secure that you're going to be taken seriously when dealing with their policies and potential claims. It's funny how small things like that resonate with people, even if only subconsciously.

## #5 - The Candy Monster



I wouldn't bring this one up if it didn't happen to me. Sitting adjacent to an agent presenting me a quote for home insurance he pulled out a gigantic candy bar and started munching on it.

This wasn't just any candy bar. It was the jumbotron-sized variant that's actually just two big bars in one wrapper. No excuses, no shame, just a mouthful of chocolate and creamy nougat.

There really isn't much to say here except pay attention to detail. The fact that a sugary treat took priority over my needs... well, he didn't get my business, just possible diabetes.

## #6 - The Teenager

Okay, that description isn't fair. We all text. But I've witnessed agents typing up an SMS with me in their office. Keep the use of cellphones at a minimum when interacting with clients. Even if you excuse yourself they will notice.

It's easy to rationalize it as a way to multitask and increase efficiency. Perhaps you are trying to show that you are always on top of issues that arise. But, these days, mobile devices are now seen far more as a

ubiquitous, social devices, so it's important to provide good 'ol undivided attention. It'll go a long way to building respect for the relationship.

## **#7 - The Reassurer**

Have you ever been in a conversation with someone when they pause (not so) subtly and interject "to be honest with you"? I have. And every time I think, does this mean you weren't being honest with me before? It goes without saying that honesty is important when building relationships. For agents, building the notion of being trustworthy is just as important. Perception is reality when dealing with prospects.

Always saying something that makes them feel like you're trying to win their trust is discomfoting. Be candid, but don't tell them that you are doing so. The easiest way to build trust is to simply do what you promised, on time. If you have an honest practice they will "feel" it and your reputation will speak for itself.

## **#8 - Mr./Ms. Unkempt**



I've had meetings with people whose nose hairs softly caress their upper lip. People with breath that waters my eyes. And unkempt hair reminiscent of a post-adolescent Teen Wolf.

If you have pit stains or nails so dirty you can plant seeds in them, there's a big problem here. Of course most agents are not guilty, and if so, not to this extreme. The point is, I'm counting on my agent to help me manage my risk; if they forget to comb their hair, they might forget to cross the t's and dot the i's on my policy.



# That's great, but how do I actually do this?

All of the strategies mentioned above can be implemented independently with some technical knowledge and *a lot* of elbow grease. There are tools out there that can perform each component mentioned. For example, you can use survey tools such as Survey Monkey to import your contact list, and send the NPS survey to customers. You can even hire people online to write your thank you cards if you provide them the right content.

However using several different tools to piece together your referral strategy is time consuming, expensive, and difficult to implement. In the process you are essentially losing out on the ROI on your referred customers. Doing so you'll likely end up with an unmanageable excel spreadsheet, writer's cramp, and an unfinished project.

There *is* a better way to implement what you've learned above, and that's by automating the *entire strategy at the push of a button*. Hard to imagine, but there's cloud-based software that's tailored to insurance agents and designed to increase referrals. It does so by combining the aforementioned strategies into one single, low maintenance platform.



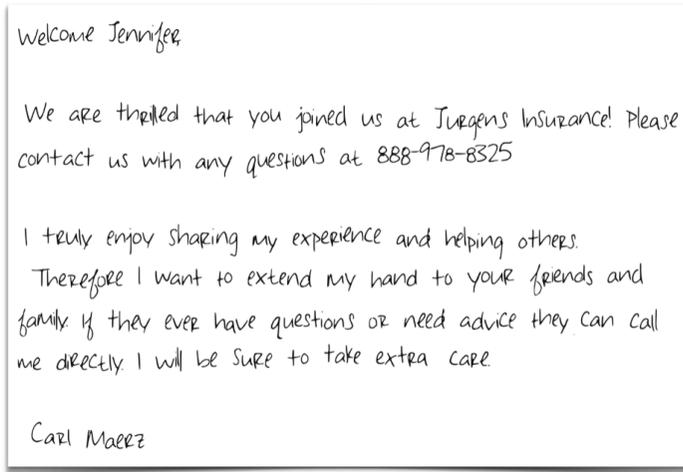
Rocket Referrals has found a way to analyze client data and use it to automate a consistent, long-term referral strategy. The nuts and bolts of the system is its “Smart Referral Algorithm” which researches client behavior and profiles individuals and attributes them a “referral score”. Every slice of the strategy is integrated and works together to inspire clients to refer your agency.

**In a nutshell, this is how it works:**

1. You import your customer data weekly, or integrate Rocket Referrals with your agency management system
2. From here the system goes to work analyzing the data and scores clients on their likelihood to recommend
3. It will then automatically send NPS surveys via email personalized to the client, tailored to your branding. This happens twice a year and the results are tracked and reported to the agency
4. Rocket Referrals then schedules additional content to be sent to the clients which is personalized with psychology driven content to encourage them to refer across email, social media, and direct mail.

Now here’s the kicker. Rocket Referrals will actually send those thank you, loyalty, and welcome cards on your behalf. Each piece of communication is tailored to the client based on their behavior and is sent at the optimal time to inspire referrals. Sent first-class mail with an actual stamp, quality stock, and using its cutting edge handwriting technology.

This isn't just any handwriting technology like you have probably seen before. This stuff looks so real your customers will want to know what sort of pen you use. Rocket Referrals uses multiple variations of characters, progressive kerning technology (fancy talk for letter spacing), and advanced printing equipment that lays real ink on the card. And if you're so inclined, you can even use your personal handwriting to be included in the cards.



This way you won't lose the personalization that is so important in the industry. Rocket Referrals creates those "wow" moments you are looking for but haven't had the time to do. Most importantly, the content and timing are all part of an overall referral strategy which has proven to be effective.

Another great benefit of Rocket Referrals is its ability to gather important feedback from your clients. The NPS survey includes a follow-up question that changes, based on how the client responds. Happy clients will be encouraged to give a referral and your detractors will be asked what you are doing wrong.

You'd probably be surprised at how many responses this gathers. When vexed clients respond to the survey the agent is notified via email with direct feedback. 9 times out of 10 the issue is able to be resolved and the client not only remains with the agency, but becomes an active promoter. You'll look like a superstar, with little effort at all.

As for testimonials, Rocket Referrals actively collects them, and boy does it work. An average of 30% of customers respond to our NPS surveys, and an astonishing 5% gave a positive testimonial for the agency to share with others. So for an agency with 1,000 clients, expect at least 50 raving testimonials. Just imagine the impact all this positive feedback will have on your agency's morale. An added bonus is the ability to post the testimonials directly to your website with the included "widget".

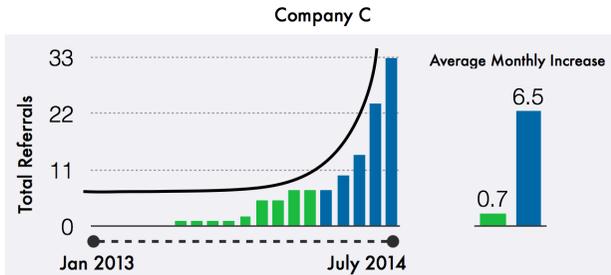
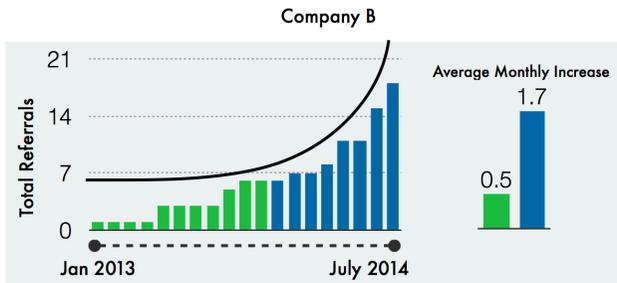
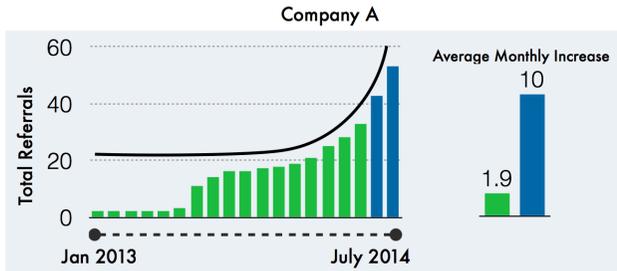
Rocket Referrals is also plugged into Facebook, and is designed to get your agency "Likes" and "Shares" from your promoters. Piggybacking off the NPS survey, Rocket Referrals nudges your clients to recommend your agency to their friends online. In the process your agency will find its way directly into the Newsfeed of your clients - meaning it will reach their network. Remember, most people have over 200 friends in their Facebook account, so the numbers are exponential! Most importantly, the promotion is on their behalf, not that of your agency. This way it is organic, holding much more weight.



Now what fun would a referral strategy be if you couldn't watch it work for you? Rocket Referrals kept this in mind when it designed its interactive dashboard. Agents are able to track their success, browse customer feedback, identify trends, and see how they rank against other agencies in customer loyalty.

Rocket Referrals has collected some compelling data which demonstrates the benefits of implementing this consistent referral strategy for agencies. Compiling results from all agencies using Rocket Referrals, it was determined that there was a typical increase of 3-9X in annual referrals. This equated to an average increase of nearly 80k of premiums for the agencies from referrals alone.

The graph below demonstrates three agencies that have been using Rocket Referrals from 2 - 8 months. After implementing the software each agency has shown a steady increase in not only overall referrals, but average referrals per month. Overtime referrals grow exponentially as a result of the underlying strategy of targeting promoters and active referral sources.



After Implementing Rocket Referrals



Before Implementing Rocket Referrals

# Closing thoughts

As a co-founder of Rocket Referrals I love when the data proves our software is helping agents grow and retain their business. The agents have already opened the door by providing excellent service; we are simply here to automate the process of tipping the referral scale.



Sure, to make most of your happy clients you should implement every one of the tips I mentioned and do so consistently. But, I understand that most agents don't have the time or resources to do so. Therefore, start with one or two that you can handle for now. Don't take too big of a bite right away, or you will certainly fail to remain consistent.

If you would rather automate the entire ball of wax I invite you to check out Rocket Referrals. It was designed to perform every component mentioned above automatically while maintaining total personalization. We continually see our clients integrate Rocket Referrals as a vital part of their daily operations. Whatever the approach, remember that focusing on existing clients will pay off.

**Carl Maerz, Co-founder**



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