

## Client Ambassador Program

Creating a special group comprised of a subset of your clients can produce various remarkable results (including referrals and introductions).

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### Ideas

Here's how to organize your client ambassador program.

#### 1. Selection

Choose anywhere from 10-20 of your top clients. They could be the largest, most profitable ones or not. Preferably the majority should be similar in profile to your prospective ideal clients.

#### 2. Invitations

"Hi Elaine, we are organizing a client advisor group, and we'd love to have you participate. We call it the Ambassador club. It's a small group. You'll enjoy being a part of it."

#### 3. Events

Hold dinner with time set aside for socializing in a private room of a restaurant or club.

#### 4. Questions

Be prepared to lead the conversation. Here are a few questions to might ask.

- What are we doing that resonates with you?
- Is there anything we should be doing that we aren't?
- Could there be something we are doing that we shouldn't?

#### 5. Member Conversations

Weave memorable stories and how to connect with an introduction into these discussions.

#### 6. Cadence

Hold events every six months. Recognize those providing referrals and introductions.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit [www.referralsafe.com/asktra](http://www.referralsafe.com/asktra) frequently for new additions.