

## Who Sells Better, You or Your Website?

A client refers you (great!) without an introduction (ugh). Often, this is as far as it goes. Sometimes though the referred person ends up on your website.

There are four questions your new referral will expect to get answered online.

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### Ideas

Can your firm website provide quick responses to these questions?

- *Who benefits from your help?*

Clearly articulate the type of client relationships you specialize in. Small business owners, medical professionals, teachers, retirees, etc.

- *Why are you different?*

What is the unique value you bring to the table? Do you have something that makes you stand-out? What is it you do that helps your clients sleep better?

- *What happens next? List three steps of your pre-client process.*

For example; first you'll meet for coffee, next you'll present your ideas (maybe a simple plan), and finally a decision based on how productive and useful working together could be.

- *How do I contact someone (and whom)?*

Throughout your website (including the homepage) make it clear how the referral can get in touch with you. Include a person's name and phone number as the primary contact.

Rather than a website fielding referral questions (or not) answer them yourself—after you've been introduced.

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.