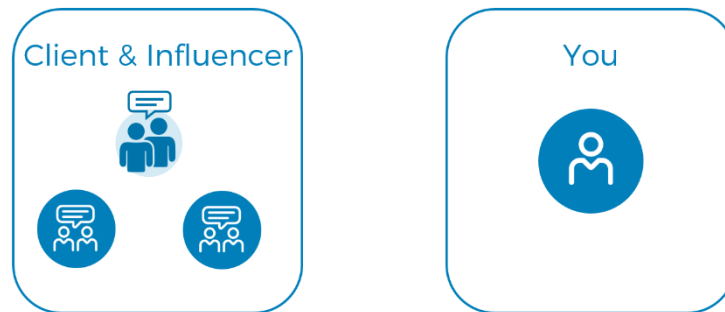


Word-of-Mouth Marketing

Referrals are word-of-mouth marketing. When you are referred by someone, the words coming from your client or influencer are not yours. You are almost always elsewhere, but you *can* affect the conversation.

Word-of-Mouth



There are two basic types of referrals:

Personal Recommendation: A referral is made after a client or influencer hears someone say something like “I’m unhappy with my roofer, and I’m looking for a new one.”

Broad-Based Recommendation: A client or influencer loves talking about their roofer. Then someone pops up and says “Can they do that for me?” This type of recommendation often happens through social media.

Because referrals happen without you, it’s important your customers know what to do when they have someone for you to meet.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.