

## Mine the Gold of Positive Survey Results

You just received a very positive response to your one question survey. Any rating between a seven and ten ranges from pretty good to great. [Here's what to do next](#). This enhances the likelihood the customer will soon be sending you referrals.

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1. Act Fast: Respond with a thank you note with a referral incentive.

2. Consider Incentives are rewards or bonuses that a company offers to its customers for referring them new customers. These incentives can take many forms, such as discounts on products, services, or other rewards. Encourage people to spread the word about you.

3. Create unique responses for these customers based on survey response scores. Beyond your note of appreciation include:

**a. Seven to Eight Ratings:**

"Referrals are welcome who can benefit from our expertise. Each time you refer us and it results in a new sale, you'll receive a future 10% discount. In addition, we'll enter you in an exclusive monthly drawing."

**b. Nine to Ten Ratings:**

"Referrals are welcome who can benefit from our expertise. Each time you refer us and it results in a new sale, you'll receive a future 20% discount. In addition, we'll enter you in an exclusive monthly drawing. Lastly, our most valued customers receive exclusive early access to our new products and services. It's a fun, small event.

**Tip:** Ask your customer to bring a friend with needs similar to theirs to the exclusive event.

People love to feel appreciated and the thank you does that. And making someone feel special with discounts, drawings, and offering exclusive access, that's how sales get made.

**Tip:** Client events are by invitation only. They are easy to provide. The payback immense.