

## Positive Survey Results Are a Goldmine

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. Incentives will entice customers to send you referrals. 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 into an [exclusive monthly drawing](#). Lastly, our most valued customers receive [exclusive early access](#) to our new products and services [open house](#). 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 exclusive access is [how sales get made](#).

Tip: Client events are by [invitation only](#). They are [easy](#) to provide and the payback is [immense](#).