

## 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 note 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**.

### Essence of Excellence:

**Personalize** your thank you note: Mention specific aspects of their feedback that stood out to you and express your appreciation for their business.

**Stay in touch:** Regularly communicate with your customers through emails, phone calls, or in-person visits to show them that you value their business.

**Utilize social media:** Share your customers' positive feedback on your social media platforms and tag them in the post to increase your online reputation and attract potential new customers.

**Provide exceptional customer service:** Make sure to provide excellent customer service to all of your customers to build customer loyalty and encourage referrals.

By following these steps, you can turn a positive one question survey response into a valuable referral source for your business. And new sales!