

## Beyond the One Question Survey for More Referrals

Here are some tips for convincing happy customers to refer friends and colleagues:

1. **Make it easy:** Provide an easy and convenient way for customers to refer their friends and colleagues. This could be through texting, email or social media.
2. **Incentives:** Offer incentives such as discounts, coupons or other rewards to customers who refer their friends and colleagues. This can be a great way to encourage more referrals.
3. **Ask for feedback:** Ask your happy customers for feedback and suggestions on how to improve your product or service. This will show that you value their opinion and are committed to providing the best service possible.
4. **Provide great service:** The best way to get referrals is by providing excellent service. Happy customers will naturally want to share their positive experiences with others.
5. **Follow up:** After a referral has been made, follow up with both the referrer and the referred customer to thank them for their business and to ensure they are satisfied with your product or service.
6. **Showcase your happy customers:** Feature happy customer testimonials on your website or social media pages to show potential customers the positive experiences others have had with your product or service. This can help encourage more referrals.
7. **Build relationships:** Building relationships with your customers can help increase the likelihood of them referring their friends and colleagues. Make an effort to engage with your customers, listen to their needs, and offer personalized solutions.
8. **Keep in touch:** Stay in touch with your customers through regular newsletters, social media updates, or special offers. This will help keep your brand top of mind and increase the chances of them referring your business to others.

9. Highlight your unique selling proposition: Clearly communicate your unique selling proposition (USP) to your customers, so they understand why your product or service is superior to your competitors. If they truly believe in your USP, they will be more likely to refer others to your business.
10. Provide exceptional customer service: Exceptional customer service can go a long way in convincing customers to refer others to your business. Make sure you have a system in place to handle customer complaints and inquiries promptly and professionally.
11. Be transparent: Be transparent about your referral program or incentives. Clearly communicate the terms and conditions of your program, and be upfront about the rewards your customers can expect.
12. Say thank you: Always show your appreciation to customers who refer others to your business. Consider sending a personal thank you note or a small gift to show your gratitude.

By implementing these tips, you can increase the chances of turning happy customers into loyal brand advocates who are happy to refer their friends and colleagues to your business.

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.