

## Centers of Influence

Centers of influence are individuals or organizations who are not customers but can refer prospective customers to you.

Here are a few ways centers of influence can help bring small businesses referrals:

1. **Establish Relationships:** Building relationships with centers of influence can help you establish trust and credibility in your industry. This could include other businesses, trade associations, industry experts, or influential bloggers.
2. **Provide Value:** Once you have established relationships with centers of influence, you can offer them value in the form of content, networking opportunities, or referrals. By providing value, you can strengthen your relationships and increase your chances of receiving referrals.
3. **Offer Incentives:** You can offer incentives to centers of influence who provide referrals, such as a discount on your products or services, or a commission on sales. This can motivate them to actively promote your business to their network.
4. **Make it Easy:** To encourage centers of influence to refer your business, make it as easy as possible for them to do so. This could include providing referral cards or links, or creating a referral program that offers rewards for successful referrals.
5. **Follow Up:** Once you receive a referral, it is important to follow up promptly and provide excellent customer service. This can help you turn referrals into loyal customers and potentially generate more referrals in the future.

Overall, building strong relationships with centers of influence and providing value to them can help you attract more referrals for your small 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.