

Workshop - referrals: convert clients and contacts into your advocates

Referrals are a great way for professionals to grow their practices. However, many professionals do very little to stimulate and increase this valuable flow of work.

Julian Midwinter & Associates can help your team better understand the referral process, help your professionals build referral sources and turn a trickle of recommendations and intermittent referrals into a healthy stream of worthwhile, interesting and profitable work.

Our fully customised and interactive workshop takes professionals from start to finish of the referral process with lots of practical tips to help along the way. The workshop covers:

- why recommendations and referrals are valuable: the business case
- no-criinge ways to encourage recommendations
- how to develop your referral sources
- what referrers expect
- what to do when you benefit from a referral
- keeping referrals flowing
- referrals stopped or blocked ?
- ten ways to maximise referrals.

Throughout sessions, we aim to:

- help professionals understand the importance of referrals
- develop skills and techniques to kick-start referrals
- demonstrate simple methods to keep referrals flowing
- transfer practical approaches and skills to your people.

This workshop is suitable for mid-career levels upward, and especially valuable for partners.

It can be delivered in 90 minutes, 120 minutes, or half day formats, with exercises, role play and material tailored accordingly.

If you want to increase the work you receive from referrals and recommendations please get in touch. Call us on +61 2 9968 4168 or email julianmidwinter@julianmidwinter.com.au.

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