



## **WORKSHOP**

# **HOW TO ATTRACT QUALITY REFERRALS**

Referrals are among the top ways professional services firms generate new business.

But many professionals don't know how to proactively generate referrals; they have no formal strategy in place, and often feel uncomfortable asking clients and contacts to recommend them.

JMA will give you the tools and knowledge to formalise your referral processes and generate consistently high quality referrals.

### *Content*

Topics covered in this workshop include:

- the real world: are you worth referring?
- questions you should be able to answer
- where to get referrals from
- how to identify a quality referral
- the secret of how to get more referrals
- referral scripts to give you the confidence to ask
- how to maximise case studies and testimonials
- your referral partner toolkit.

### *Outcomes*

After the session, participants will master skills to tap into their networks to improve the quality of their referrals, and more effectively convert referrals into profitable new business.

### *Audience*

Anyone responsible for business development, including managing partners, partners, senior associates, practice managers, marketing directors.

### *Delivery*

1 hour interactive workshop.

Many of our workshops may be eligible for CPD points. Contact us to find out more.

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