

# Why do you want AND need more referrals?

Every martial arts school thrives when it gets referrals from its students and the family members of those students.

## **Why?**

It's all about trust.

These prospects come to you with a higher level of trust. This trust is derived from the fact that your school was “referred” by someone they already know, like and trust.

In a “normal” sales process, you need to attract the lead and educate them to build the requisite trust so that they are ready to buy (enroll in your school).

However, with a referral, the cost of acquiring that prospect was much less and the trust was already embedded. That means the cost acquiring that person as a student is inherently lower.

Plus, students that are referred are 25-50% more likely to be highly engaged in your school's community. And, when treated well, are also more likely to refer.

Referral is powerful and valuable. Don't ignore its importance.

But, many martial arts school owners and their teams are reluctant and maybe even afraid to ask for referrals.

So...

We've put together a quick list of 15 ways to get more referrals...

***Even if you don't like asking for them.***

This list can only be enhanced when you take the time to get to know your best students and families.

You'll build an incredible database of know exactly who and how your current students should send your referrals.

Enjoy!

Sincerely,

Somnath Sikdar

# **15 Ways to get more referrals...Even if you don't like to ask.**

- 1. Create a referral program (or incentive) with complementary businesses to exchange referrals.**
  - a. Only include businesses that you would feel comfortable recommending to.
  - b. Make sure it's easy and systematized
  - c. Make sure the other business knows exactly the type of student/family you best serve and why
  
- 2. Recognize and Thank everyone that gives you a referral, every time.**
  - a. Could be a phone call, email or hand written note
  - b. Make sure they know how much you appreciate the referral
  - c. Clarify / Emphasize what about the prospect made them a great referral
  
- 3. Some students won't be comfortable giving a direct referral, give them another way.**
  - a. Think about the "referral tools" that you can create
    - i. Special Reports, Case Studies, Review Page on your website
  - b. It should be a useful resource that they can share with a friend or colleague

- 4. Make sure your current students know about all of the services you offer and how you help others**
  - a. We often assume our students know everything about us, they don't.
  - b. Sometimes a referral won't be to the program a student is actively in, but to another program that you offer
  
- 5. Have a form on your website for referral submissions**
  - a. This link can be shared on various platforms
  - b. Your smartphone app should also have the same capability
  
- 6. Stay in touch**
  - a. Don't neglect how often you should be engaging with your current customers
  - b. Regularly give them great content and resources and you'll be more likely to be top of mind
  
- 7. Be Memorable!**
  - a. Remind students why your school is special
  - b. Give them something good to talk about
  - c. Ask yourselves what would make incredible "moments" for your students
  
- 8. Instill Confidence and Remove Risk**
  - a. There's an inherent risk to your student if they refer a friend and don't like your program.
  - b. Ease their mind by letting them know how many (what percentage) of your students are from referral
  
- 9. Offer a referral incentive.**
  - a. This could be something monetary like free testing, credit on tuition or a coupon at your pro-shop
  - b. It could also be something that's both exclusive and conveys status. It can only be attained via referral

10. **Provide valuable content your strategic alliances can share with their networks.**
  - a. What would be useful information that you could provide for their customers?
  - b. You could host, or speak at, a breakfast or lunch for their customers
  
11. **Create a list of *local* vendors / suppliers with which you do business**
  - a. Think of the relationship as a partnership
  - b. Make sure *they* know what you do
  - c. How can you help each other thrive and survive in an eCom world.
  
12. **Treat your employees / team members as partners too**
  - a. Have them involved in strategic planning
  - b. Create a channel for them to share referrals as well
  
13. **Give a referral**
  - a. It's still one of the best ways to get one
  
14. **Buy the other guy's lunch**
  - a. Buy lunch for the companies or individuals that give you referrals
  - b. Can be a gift card or something catered at their place of work
  - c. Let them know it's just a small way for us to say thank you for the referrals
  
15. **Ask.**
  - a. If you focus on doing a great job and wowing your students it will feel much easier
  - b. You'll get a lot more referrals if you ask for them.
  - c. So, start asking!

# What's Next?

Implementing all 15 of the above can seem like a daunting and overwhelming task. Here's the key. Don't even try.

Of the 15 strategies, which 4 seem like they would be easy to execute and have potential for getting you new referrals in short order?

They are the low hanging fruit. Focus on getting those four strategies in place first. Pick one and get it started this week. Next week the second, then the third, then the fourth.

Be "single-threaded".

Then, you can revisit the list and determine which are the next best strategies for you to get started with.

Plus,

Stay tuned for upcoming fast-action boot camps and our Inner Circle Martial Arts Lifestyle Business Boosting Newsletter.

You can grab the MEGACON 2018 Full Event Recordings here:

<http://bit.ly/2018MCER>

It's our full breakdown of the Customer Journey and how to maximize it for both your students and your business. Plus, some amazing content from all of our guest speakers.

Finally, if you're interested in our Coaching program, reach out to me here: [Somnath@Sikdar.com](mailto:Somnath@Sikdar.com) and let's chat to make sure it's a great fit.