



Referral-Boosting Strategies from the Experts.

HOME CARE *Marketing Success*TM

Vol. 2 – No. 7

A Referral-Boosting Monthly Newsletter from the Experts. October-November 2003

Maintain a HEALTHY Customer Pipeline!

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Maintaining a healthy customer pipeline is more crucial than ever. You can't afford to rely on a few big referral sources to meet your monthly quota. You must develop a pipeline-management system that consists of identifying new prospects and re-qualifying your "B" and "C" prospects in order to keep enough prospects coming into your sales pipeline. Your pipeline-management system needs to be a system that works for you. It doesn't need to be complicated; it just needs to be able to help you put more prospects into your sales funnel. This could be as easy as having a goal to make 5 cold calls each and every day. The most important thing to remember is that you must have enough prospects coming into your sales funnel in order to have enough of them converted to "A" referral sources. For example, if your pipeline is not getting enough qualified prospects coming into the top of your sales funnel, then you won't have enough coming out the bottom, it's really that simple. There is a direct correlation between the amount of prospects coming into your pipeline to the amount of "A" referrals sources that you have providing you with Medicare referrals.

Here are three tips to building your pipeline:

- 1. Set a daily goal of how many cold calls you will make** – By writing down this goal your subconscious mind will work toward reaching it. You will start seeing things and meeting prospects that you never thought of before. So start writing it down!
- 2. Ask your existing referral sources for leads** – Your existing referral sources can be a great resource for you in finding new prospects. Most of the time we feel embarrassed or we are reluctant to ask our "A" accounts for leads because we don't want to offend them. This could not be farther from the truth. Most "A" accounts would be more than happy to provide you with leads...just ask! These leads are usually highly-qualified and often times can turn into your best accounts.
- 3. Get out of your comfort zone** – Identify referral sources that are currently using our competitor's services and start calling on them. This is a very difficult thing for some to do because of our inherent fear of rejection. But these calls can be some of your most rewarding if you can just get out of your comfort zone and face your fear of rejection head on. Find out what their "hot button" is and what they are not getting from your competitor. Incorporate these "hot button" items into your sales presentation, demonstrate to them how you can better serve their needs and watch your referrals soar!