

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”



Referral Programs

Building Trust from Referrals

A Small Business Administration survey found that over 60% of small business owners' business comes from referrals. This is not new news – ask anyone, and they will tell you that their best marketing tool is “word of mouth”.

A strategic, cost effective public relations strategy is “WOM on steroids”!

One of the key success factors of any public relations plan is tactically building a strong referral strategy. This strategy is based on the power of **frequent exposure**.

An old marketing advantage states that someone has to see your advertisement (or marketing piece) at least nine times before they will buy from you. Well, the same thinking should apply to your referral program.

Your prospect should learn something about you nine times before they will “trust” you enough to buy from you.

The basic reason people buy from a company or company representative is because they “trust” that the person or product is going to give them what they want . . . something to reduce stress or give pleasure or will make or save money.

It is important to establish a robust Referral Program targeted to anyone who will send you clients. This extremely important “**thank you**” tactic need not be monetary, but must be considered and viewed as something valuable to the recipient.

Referral to Client Strategy

What to do when you get an inquiring phone call from someone who was referred to you by a client and you now have an appointment to see him. . . .

Immediately after you hang up from the call, send a handwritten card thanking the person for his/her interest in your services and that you are looking forward to the meeting.

Send another thank you note to the person who sent you the referral, with a small token of appreciation (tickets to a movie, discount to a restaurant, etc.)

A day or two later, send packet containing a cover letter and an education piece – brochure, special report, article, etc. – further explaining the services you spoke about on the phone. This gives the prospect tangible evidence of your professionalism and knowledge.

A day or two before the meeting, call your prospect to confirm the meeting and outline the goals and objectives you both wish to accomplish.

At the meeting, listen very carefully as to what your prospect's goals are and **educate them on the benefits of your process, product and service**.

After the meeting, immediately send another handwritten note thanking him/her for the meeting. Follow that correspondence with a formal proposal.

Your prospect has heard about your services and seen your materials seven times before seeing you. Once he sees your proposal, he'll feel like he “knows” you, trust you, and will do business with you.

Make an IMPACT! in 2008

**Make an IMPACT! with
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.