

Sales Strategies: Attracting Referrals and Clients – Be an Expert

Video Script



Find out how you can become a “likeable expert” and start attracting more referrals to you.

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Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

Hi, welcome back, Nick Miller here, this time about attracting referrals.

A lotta cats ask, “How can we get more referrals in our communities?”

Good question and, speaking of cats, here’s a tip I learned from Michael Katz at [Blue Penguin Development](#), yes, that’s really his company’s name.

Katz said, “The key to generating more referrals and more clients is to stay in front of the people you know, over and over again, in a way that positions you as a “Likeable Expert.”

I love that. As an expert. Someone with “expertise.” The “go to” person.

Like, “if you need a commercial mortgage and it’s got hair on it, go see Pat.” Or, “If you need help with your cash flow, go see Max.” Expert.

Likeable. Well, duh, right? Bedside manner.

We can be the world’s leading expert on something and, if we aren’t likeable, we’re reducing our referral flow. Nobody likes referring to grumps.

In front of people who know you. Sure. Networking 101.

Start with the people who know you and expand your influence from there. OK, if you can get speaking gigs in front of dozens of strangers, great, that works, too. Remember: be likeable.

Over and over again. How often? Once a month? Yeah, I’d say touch the network with something once a month. Something you write. Something you share. Something thought provoking.

Show up personally? If you can, that’s good, at least a few times a year.

And project your expertise – write, speak to groups, give your services away, contribute in community groups. Show up personally. Leave an impression.

People are more inclined to refer to us when they know us, like us, and trust us. Show up frequently as a likeable expert with people who know you. Let zee games begin.