

Sales Strategies: Building Networks That Feed You

Video Script



Increase referrals from COIs and community connectors. [VIEW VIDEO NOW](#)

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.

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Hi, welcome back, Nick Miller here, talking about increasing our referrals from COIs and community connectors. Here's the idea:

Give....Me one kiss and I'll be happy....Dave Clark Five, love that song.
Give a little bit....give a little bit of your....Supertramp, Roger Hodson.
To give, or not to give. That is the question....William Shakespeare, Hamlet, very early draft.
Are we getting it?

The idea is to give. Be generous.

If we want our networks to send us juicy referrals, to help us build our businesses, we've got to give... to help them, first.

People are more inclined to re-MEM-ber and re-FER to us when they know us, like us, and trust us.

How do we build, know, like, and trust with people in our networks? We listen. We refer good people to them. We share our expertise. We help them solve problems, achieve their objectives, I don't know, live happy and productive lives. Right?

"Oh, she was SOOOOO helpful.... Madge, you'll never believe this..."

So, we've got to [GIVE] first and reap the rewards later.

We can give by writing – a blog, a column, a newsletter. We can give by speaking – a point of view, a technical insight, trends, solutions. We can give through community work that enables us to share our expertise so others experience it.

People have the experience with us. Know us, like us, trust us, make it memorable. And they will refer. On their own. And when we ask.