

# Networking Strategies: Asking Clients for Referrals

## Video Script



Get three ways to increase your introductions and referrals from clients in this sales strategies video for business bankers.

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](http://www.clarityadvantage.com)

Hi, Nick Miller, welcome back, this time to talk about three more ways to increase introductions and referrals from clients.

First, invite clients to join us at events. Ask the clients to bring a friend or colleague when they come. Coach them a bit about who might be appropriate. Voila! Introduction.

### Second, ask for introductions at events.

If we are at events with clients, we introduce them to people we know and brag about them. Make them look good. Really good. Then, we ask clients to introduce us to people they know at the event, or, pick someone in the crowd and ask, "Do you know them? Oh, I would love to meet them, will you introduce me?"

### Third, identify our clients' most important suppliers, customers, and advisors.

Look them up, see whether any might be good prospects for us, and, in a later meeting say, "You mentioned your customer, XYZ company. I looked them up, they look terrific. I would love to meet Bob Smith, the CEO. Would you be willing to introduce me?"

So: bring a friend, ask for introductions at events, and focus on the best customers and suppliers.