



TOTAL LIFE CHANGES®

Presents

U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking

Acquiring & Converting Referrals into Customers

Definition re·fer·ral

“an act of referring someone or something for consultation, review, or further action”

Defintion lead

“a potential sales contact, individual or organization that expresses an interest in your goods or services.”



Provide Great Customer Service & Build a Relationship

Every time you get a “Yes”...

- Explain how to make and how to consume the product
- More importantly, explain what to expect as a result of consuming the product
- Follow Up and Ask For Referrals



Your BEST referrals come from happy & satisfied customers

Referrals from people NOT familiar with the product

- Friends, family, and, co-workers that know you
- Referrals from referrals that were not interested, but may know someone else that would be interested
- Referrals from other small businesses that you support
- Referrals from social media
(FB groups, referral posts on other's social media)



Your Business Growth is Dependent Upon Referrals



“Your network marketing business will eventually stagnate, unless you continue to get referrals.”

~ Johnny Licari



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