

Hanging with the Right People

The benefits of high-level accountability.

Welcome Back to Making Sense of Mondays. Before I get into today's article, I wanted to give you an understanding of the idea behind "Making Sense of Mondays" articles. Our hope is that in the 3-5 minutes that it takes you to read one of these articles, you will find one or two moves that you can make this week to enhance your business. The real goal is to give you an ounce of encouragement, a shot in the arm and a kick in the pants.

With that said, let me offer a few more suggestions to you as you develop your strategy for discovering and hanging out with your "right people". I trust that you have enjoyed a profitable couple of weeks as you have already begun to implement some the tactics from my April articles where I shared with you how to benefit from high-level *participation, collaboration and interaction*.

Today, I want to talk with you about the benefits of high-level accountability. In this part of our discussion, I want to emphasize the need to be narrowly focused. We are in search of 2-3 potential referral sources. It is always best if they are within our top 6-10 relationships. Top relationships are defined by familiarity, proximity and regularity. How often do you see them? Do they do business within your target audience? Most importantly, how much do they know about what you do?

Before you go on your search, I have some questions for you to answer –

1. Who are your potential Referral Sources?
2. By what amount do you want to increase your business revenue over the next 13 weeks?
3. How much of that increase do you want to be by referral?
4. What is your closing ratio?
5. If your closing ratio is 30% - how many referrals do you need?
6. How much is an average client worth?
7. Do they know the numbers that you need?
8. What happens when you gain that number of clients?
9. Does your referral source know what happens when you achieve this goal?

Let's talk about the invitation – Who are we inviting to join us in the exciting referral relationship? #1 People who see us as one of their TOP relationships. #2 People who we believe care enough about us to help us grow our business. #3 People who we see as someone willing to invest their time in our business success over the next 13 weeks.

Because of the importance of this effort to you and your business, you will want to set some expectations that help both you and your sources to maintain a high level of

accountability. Let me strongly suggest that you only work with those who can commit to meet with you 1-2-1 on a weekly basis for the next 5-6 weeks. Make sure that they know that these meetings will be focused and mutually beneficial.

The ideal plan would be to meet at the same time every week for one hour. When you make that first call have your calendars ready. Plan those meetings, set context and promise to be on time before you hang up. If you are doing a virtual meeting, make sure that you confirm who is setting up the meeting and send the invitation.

Your first 1-2-1 will be about your business's foundation story. It should include how you got into your present business and why you love what you do and where you plan to take it. Before this meeting ends take time to confirm your next meeting and set the context.

***** While we are talking about this, you might want to take some time this week to think about your back story and to revisit your vision and your goals.**

Think about this - Why do you think that your "why and where" conversation is so important? In my experience, if a potential referral source is not interested and motivated by my story and my dream, they are not going to help me. If they buy you, they will buy what you are selling. They will certainly not refer you, if they do not "buy" you.

Let's assume you invited the right people and you both buy each other's why and where. Let's also assume that you are both interested and motivated, to help each other. Let's book the next 1-2-1.

I offer this script – Wow! I have really enjoyed getting to know you. Your backstory and your plans for your business are inspiring. I feel that I might be able to help you achieve your goals. Would you be interested in meeting again and taking this referral relationship a bit further? Great! Let's schedule another 1-2-1. Do you mind if we come prepared to talk about **what** we do and **who** we do that for? In the future, I'd also like to share more about our onboarding process, our preferred clients and where we might find them. We can talk about where they might work, live and shop... Also, I'd like to understand more about the products or services you would want me to talk about and with whom? Does that sound like a good use of our time?

Permission to go a little deeper - Let's talk a little more about our "where" conversation. While it is important to know where you see your business 3-5 years from now, it is vitally important that you do something about that now.

Take some time to get deliberate about your efforts in the present. What are you going to accomplish over the next 10-13 weeks? It is not at all difficult to determine this. What amount did you want to increase your business revenue over the next 13

weeks? If you struggling for an answer, ask yourself, how much do I want to earn over the next 12 months?

Divide that number by 4 and you have your answer. If you want to grow your annual income amount by \$120K, divide that by four. If your average client is worth \$12K, you need to close 10 new clients this year. That means you need to close 2-3 clients over the next 13 weeks. Based on your closing average of 30%, you will need to be referred to 10-15 potential clients to earn \$24K-\$30K over the next 13weeks.

This is where the rubber meets the road - How many referrals do your referral sources believe they can bring you in the next 13 weeks?

Before you invite others to refer you and help you grow your business ask yourself a few more questions –

- What about your potential referral source(s) makes you think you can refer them?
- Do you need more information about them and their business? Can you talk about them intelligently for 2-3 minutes?
- During your normal routine, do you intersect their clients?
- Do you know, like and trust them without reservation?
- In your professional/personal role, do you have enough influence to refer them?
- Are you familiar with their product or service?

Being confident in these answers will help you develop accountable relationships that will bring you the right kind of business every time. Let us close by encouraging you to begin your search for those relationships that have the highest potential to refer your best business.

Making that first call and taking that first step is always most difficult. Go ahead make the call.

As always, I am here to help. Andy Springer, Business Consultant and Coach. You can me reach at andy@andyspringerconsulting.com and 707.953.6681. My website is www.andyspringerconsulting.com.