

Referral Strategy

Referrals are a key component to your business as they continue to help you build your Warm Market.

Think of a time when you asked for a referral. Were you comfortable taking the recommendation of Google or another outside resource to provide you with the referral? Or did you prefer to take a recommendation from someone you know? You probably took the advice from someone you know! That is what referrals are all about!

When your customer recommends you to a friend or relative, this helps instill trust in you and your advice before you even have a relationship. You'll find that this provides limitless benefits to your business!

Referral Program Ideas

A referral program does a lot of the heavy lifting for you. You know the market that you want to reach. Your customers and contacts can continue providing leads to you that are the same type of customers that you want to attract.

Let's review a few ideas that you could implement.

Consider offering an incentive such as three free samples after three referrals or a free lipstick after 10 referrals. Again, this is *your* business so you can structure the referral program where it is comfortable for you, yet enticing to the customer.

Referrals also help your bottom line. People love to shop with people and brands that they know and trust. When your customers and contacts provide you with referrals, those referrals are much more likely to remain a loyal customer to you and Avon.

Finally, those who are providing the referrals love the benefits of a referral program. Remember it's your business, so you can choose what those benefits are!

Asking for Referrals

Ask for referrals from your Hot, Warm and even Cold Markets. This should become a natural part of the conversation as you never know where your next customer or even a team member will come from!

Here are some sample words that you can use (but be sure to make them your own so that you feel comfortable saying them).

"Thank you for your purchase. I know you will love your new product! I wanted to ask you who you know that would also enjoy Avon products and same service I have given you? I will give you a fun goodie bag with samples for any referrals you give me!"

