

# HOW TO ASK FOR REFERRALS

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## Customer Referrals



### EXAMPLE # 1: (Voicemail Script)

"Hey Lucy! I hope you are enjoying your product and I can't wait to hear about your results!! I wanted to reach out to make sure that you also knew that for any person that you refer to me, I will personally give you a special gift. (\$10 gift card or cash) Every time you refer a friend who orders from my B-Epic website directly you will get credit for it. Keep in mind we also have products for people who want to (**PICK ONE:** get rid of brain fog, boost attention and focus, enhance their mood, lose weight, get better sleep, have more energy, get rid of wrinkles, eliminate aches and pains et.). If you know anyone that may be interested in a product to help with one of those issues, I will be more than happy to reach out to them personally and share the information. I will do **ALL** the work.

If you have any questions, or you have anyone that comes to mind, please feel free to give me a call or shoot me a text. Have an amazing day!"



### EXAMPLE # 2

"Hi John! This is Mary. How are you? Great! Listen, the reason for my call is that I don't think when we spoke last I told you about the exciting new project that I'm working on AND I also have a quick question for you. Do you have a minute? (Pause. Wait for a response.) Perfect!

Ok, so here is what's going on. I am marketing a product for people who need to (**PICK ONE:** get rid of brain fog, boost attention and focus, enhance their mood, lose weight, get better sleep, have more energy, get rid of wrinkles, eliminate aches and pains etc.) like I do, and they want to do something about it. The product is called

(**PICK ONE:** Elev8, Accelr8, Hydr8, Allevi8, Regener8 etc.) and it helps people with those type of issues. I wanted to find out if you or anyone you know might like to know about a product like that. Do you know anyone that is suffering from aches and pains, lack of energy, lack of sleep, brain fog, memory challenges or who wants to lose weight or cleanse & detox?" (Pause. Wait for a response.)



### EXAMPLE # 3

"Hi Aunt Sue! How are you? Great!! Hey, I only have a minute, but I was wondering if you could HELP me out with something real quick? (Pause. Wait for a response.) Great! I just started a new business and I am looking for a few key people that may benefit from the products that I'm marketing. I was wondering, if I tell you the type of person that I'm looking for, would you let me know who comes to mind? By the way, don't worry, it may not be something for you and that's perfectly fine, ok?" (Pause. Smile and wait for a response.) So, I market products for people who..."

"Want to get rid of brain fog, boost attention and focus, enhance their mood, lose weight, burn calories or lose belly fat, have more energy, get better sleep, get rid of wrinkles and cellulite, eliminate aches and pains and people that just like to feel and look good. Who do you know that may want to know about something like one of those things? (Pause. Wait for a response.)



**Ask for at least one person that would fit each category if possible and read the list slowly.**



**It's important to get as much background information as you can about the referral and WHY they may be interested.**



**The reason you say, "don't worry, it may not be something for you..." is so that they know that you are NOT "pitching" them and they are not necessarily your target market (this is why you say it's probably not for you). It takes the pressure off them and oftentimes they end up saying that they ARE interested, and they are more open to giving you a referral. This is called "the take away."**



### EXAMPLE # 4

"John! How are you? Hey, I was thinking about our conversation the other day and I just want you to know that I really love working with people like you, particularly people who have set specific weight loss (health) goals. If you were in my position, what would you do or where would you go to find MORE potential prospects like you?"

**EXAMPLE # 5**

"Hi John! How are you? Awesome! I only have a minute, but I wanted to connect with you because I'm calling everyone I know to ask them a quick question. Do you have a minute? (Pause. Wait for a response.)

My company is introducing a product for people who want to (**PICK ONE:** Get rid of brain fog, boost attention and focus, enhance their mood, lose weight, shrink their waist naturally with no crazy diets or extreme exercising, have more energy, get more sleep, get rid of joint discomfort, clear up acne, tighten skin, get rid of wrinkles, etc.).

Do you know anyone who might like to know about a product like that? (Pause. Wait for a response.)

**If YES:** Perfect! Who comes to mind? (Pause. Wait for a response.) What's the best way for me to reach (name of referral) and what is his/her background?" Why do you think they would be interested?"

**EXAMPLE # 6: Existing Customer Referral Script**

"Hi Mrs. Jones! How are you? How are you enjoying your (Name of product they purchase)? (**Pause. Wait for a response.**) Great! So, I only have a minute, but I'm personally calling all of my VIP clients because I wanted to make sure that you knew about some of the additional flagship products that B-Epic has introduced for people that (**PICK TWO:** have achy knees, want more energy, want to get rid of brain fog, boost attention and focus, enhance their mood, want to tighten their skin & get rid of cellulite, decrease wrinkles from the inside out, boost sexual performance (men - Elev8), decrease belly fat & love handles without having to go on any crazy diets, etc.). I wanted to know if you or someone you know might like to know more about a product like that." (**Pause. Wait for a response.**) If anyone you refer me to decides to buy something you will also get a special gift from me or \$10 towards your next order!



**You can also share a personal or 3rd party testimonial or text a before and after picture to them from the 100% Epic Facebook Group.**

## Sample Text/Facebook Message Script for a CUSTOMER to Send to THEIR Referral BEFORE You Call

**EXAMPLE # 7**

**Option #1:** "Hey Mary! How are you (what's up)? (Pause. Wait for a response.) Great! Hey, listen my friend Lisa just shared a really cool product with me that her company is introducing for people who want to (**Choose one or two:** Get rid of

brain fog, boost attention and focus, enhance their mood, lose weight, get more sleep shrink their waist naturally with no crazy diets or extreme exercise, have more energy, get rid of joint discomfort, clear up acne, tighten skin, get rid of wrinkles, etc.) and I immediately thought of you. I think it's at least worth you getting more information about it. I wanted to give you a heads up because I suggested she reach out to you, so you can see what it's all about, okay? (Pause.) She will call/text from a 703 number (send you a private Facebook message)."

**Option #2:** "Hey Sam, what's up? Cool! Hey, I am talking to a friend of mine about a product that helps people that want to (**PICK ONE:** flatten their stomach, get rid of inflammation or joint discomfort, slow down the aging process and get rid of wrinkles, process, get rid of brain fog, boost attention and focus, enhance their mood, reduce fine lines and wrinkles, have more energy, get better sleep, look and feel good, etc.) and I thought of you. I really want her to connect with you and give you more information because I know you had mentioned in the past that you wanted to (**PICK ONE:** lose weight, flatten your stomach and love handles, get rid of the pain and inflammation you have, have more energy, find something to help you sleep better etc.) She is going to call/text you from a 305 number (send you a Facebook message). What is the best time for her to connect with you?"



### Example # 8: After a Presentation or Customer Enrollment

"Mary, we've developed a really incredible "referral rewards" program. If you're willing to help me spread the word by recommending a few people that I can connect with or even making a post on your wall, I'm happy to personally give you a finder's fee or even show you how to earn FREE product as a THANK YOU and of course I will do **ALL** of the work on your behalf and you will get the credit!!"

## Brand Partner Referrals



### EXAMPLE # 9

"John, just so you know I do build my business through referrals and I would like to ask for your **HELP** and of course I will make it worth your while (you can give them a Starbucks or restaurant gift card for every 10 names etc.). I am going to read a few categories to you and I just want you to think about who you know that comes to mind. By the way I promise I will call them in the most professional way possible and make you look like a hero (laugh). I assure you they will be grateful that you thought enough of them to have me connect with them and share something that could actually help them." (**Read the categories off of the attached Referral Sheet.**)

**EXAMPLE #10**

"Hi Katie! How are you? Great! Hey, I wanted to give you a quick call and let you know that I am looking to expand my business into (their city) and I am looking to meet new people so I wanted to ask if you would do me a HUGE favor and host a **(Choose one: Wine & Cheese Social, Leave the Aging To Wine and Cheese, Collagen and Cocktails, Happy Healthy Hour, Mimosas, Collagen & Mini Facials)** for me and I will do ALL of the work. All you would have to do is invite some friends over to try some of the products. It will be so much fun and I will even throw in some free product as a thank you! The response with these parties has been HUGE, and it would really mean a lot to me!"

**EXAMPLE # 11**

"Bob, who do you know that may want to make extra money part time if I could show them a step-by-step system on how to run a simple business from their cell phone and using social media?"

**EXAMPLE # 12**

"Hey Mary! Let me ask you, who would you say out of ALL the people you know and come into contact with are 2 of the sharpest, most business-minded well connected people you know?"

**EXAMPLE # 13: Script for a Friend or Relative to Call/Text/FB Message Their Referral FIRST**

"Hey Mary! What's up? Listen, I need to ask a BIG favor of you. (Pause) My (little sister, friend, coworker, daughter, etc.) Micaela is launching a new business project and she asked me who were some sharp women entrepreneurs that I could connect her with and of course I thought of you. I have already told her all about you and how much I respect you and all that you have done professionally. I also told her that you are well connected, and a lot of people love and respect you. Now don't worry, she is NOT going to try to sell you anything or try get you in her business, that's honestly not her goal, she's just looking for a bit of guidance to see if you may know of the type of people that she IS looking to connect with. So, can you do me a HUGE favor and give her a few minutes of your time and just listen to some information about the project she is working on? As I said, it's most likely NOT for you. However, you may know someone that would be interested. She is really excited, and I told her I would help her out. It would really mean a lot to **ME.**" (BE SILENT. Wait for a response.)

**EXAMPLE # 14: Text Script To Give A Prospect Referring People To You**

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*They should send this BEFORE you reach out*

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"Hey Paul! What's up? So, I just met this really cool entrepreneur and your name came up. I think you guys would connect really well and she asked me who did I know that is super sharp, business minded, well connected and may be open to another stream of income, and I thought of you. I just want to introduce you guys if that's ok. Her name is Martha Thompson. She should be connecting with you shortly to talk a little bit more about an entrepreneurial project she's working on, ok?"

## REFERRAL SHEET



### IMPORTANT NOTE

*Please take a few minutes to review the questions below and write down the names of the people that you think would benefit from the B-Epic products or the business opportunity.*

### Product

- Who do you know that drinks coffee or energy drinks?
- Who do you know that takes health supplements or meal replacement shakes?
- Who do you know that is into skincare or hair care. Is into beauty products or makeup?
- Who do you know that would like to reduce fine lines and wrinkles?
- Who do you know that takes an active interest in their health?
- Who do you know that takes pain medication?
- Who do you know that needs more energy?
- Who do you know that would want to boost their attention and focus & enhance their mood?
- Who do you know that has mentioned that they want to lose weight or lose belly fat?
- Who do you know that is into yoga or alternative health?
- Who do you know that has diabetes, cancer, high blood pressure, high cholesterol, arthritis, lupus, fibromyalgia, sjogren's or hashimoto's (we make NO health claims)?
- Who do you know that works at a spa or salon?

### Business

- Who do you know that is looking to pay off some bills or get out of debt?
- Who of you know that wants to spend more time with their children?
- Who do you know that is looking to supplement their income?
- Who do you know that knows a lot of people?
- Who do you know that has a lot of Instagram followers or Facebook friends?
- Who do you know that owns a business, is entrepreneurial or is currently in a network marketing business?
- Who do you know that may be looking to save money on their taxes?
- Who do you know that's a chiropractor, fitness coach/personal trainer, plastic surgeon, esthetician realtor, sales professionals, stay-at-home mom, network marketer, waitress, bartender, or business owner?
- Who do you know that has a large influence? Ambitious? Sharp? Money motivated? Competitive? Hungry and has desire?
- Who do you know that has had financial success in the past and looking to win again?
- Who do you know that has the means to get started in a business?

Name: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Background: \_\_\_\_\_

What do you think they would be interested in and why?

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