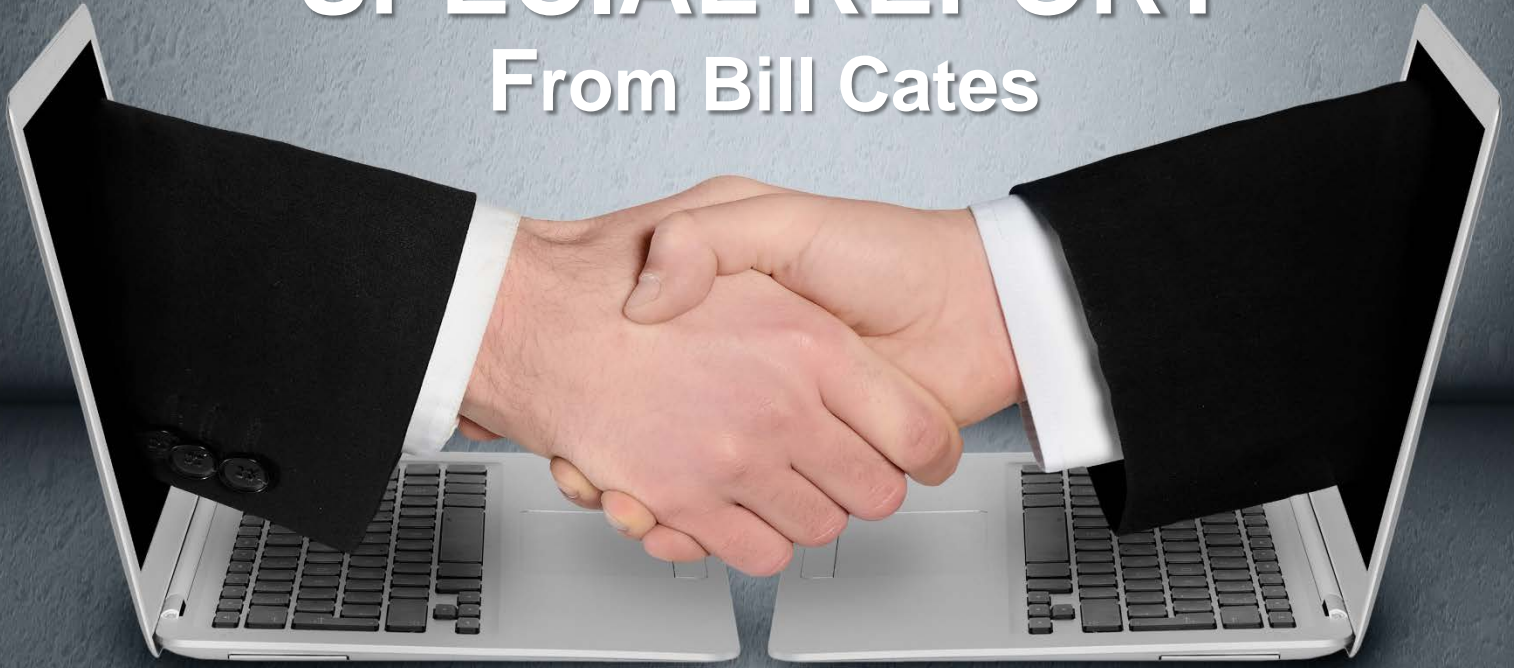


# SPECIAL REPORT

## From Bill Cates



## “How I Handle Referrals”

Two of the main reasons why prospects and clients don't provide referrals are:

1. They are concerned about confidentiality.
2. They don't know how you'll handle those referrals. It's an unknown, so sometimes perceived as a risk.

Therefore, one of the most effective ways to start generating referrals that turn into introductions is to explain to your prospects, clients, and centers of influence how you will handle the referrals they might provide – solicited or unsolicited.

This simple method will often result in a referral conversation right on the spot and certainly contribute to your referability over time.

This is a conversation you can have early in a new relationship and all the way through a long-term relationship. While in-person is usually the best, this can easily be done over the phone and even in a client letter (if you must).

What follows is a sample conversation from which you can create your own word track. Keep in mind that your authentic delivery will make a huge difference in the impact of this simple strategy.





## Confidentiality & Handle with Care

“Laura, one more thing I’d like to mention before we’re finished... Many of our clients like to recommend the important work we do to others. I thought that when that opportunity presents itself, it would be good for you to know how I would handle it, so you’ll feel completely comfortable.

“First – all the work we do remains completely confidential... and vice versa. Even with your close friends and family members, we don’t... we can’t cross that line.

“Second – we handle this sort of thing with great care. Meaning, I don’t like to surprise people with a call from the blue and make them wonder, ‘Why did Laura give my name out to this guy?’

“I prefer to work through introductions. Typically, when someone identifies one or more people they think should at least know about us, we’ll talk about the best way to make the connection. Sometimes we’ll use a simple email introduction or, if appropriate, create an in-person meeting over a meal, a round of golf, or at one of our client-appreciation events.

“Whatever we do, we’ll make sure it feels comfortable for all concerned and, hopefully, spark their interest in hearing from me.

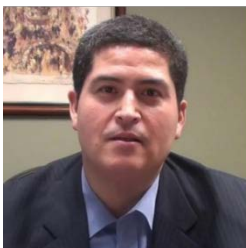
“How does that sound?” (Sounds good to me.)

“Great. Then please don’t keep the important work I do a secret!”

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The two building blocks for this word track are **confidentiality** and **handle with care**.

**QUESTION:** How many of your clients aren’t providing referrals – unsolicited or otherwise – because you haven’t explained to them how you would create comfortable introductions?



“After learning Bill Cates’ system I doubled my income that same year. The following year I grew by another 40%. Cates’ system works. I highly recommend learning everything you can from Bill Cates.”

Aquiles Larrea • New York, NY



“I have been in business for 24 years and was never comfortable asking for the dreaded word: referrals. I now use your word crafting and it WORKS! I am having so much fun with this.”

Robin Wolff • Miami, FL