
TIP FOR INTRODUCING YOURSELF TO YOUR REFERRAL NETWORK



TO AVOID GETTING YOURSELF TONGUE TIED DURING A COLD CALL TRY THIS TIP TO INTRODUCE YOURSELF TO SOMEONE NEW IN YOUR NETWORK

Small business is reliant upon good word of mouth referrals. A quality practitioner, regardless of experience will recognise when helping a client is outside of their scope of work and refer the client to someone either more qualified than you OR to a different modality.

It's frankly scary as hell approaching other practitioners (especially if they are experienced) using the 'cold call' technique. Unless you're super confident I don't actually recommend it.

Here's my suggested approach, which has worked for me in obtaining introduction 'meet and greets', and sometimes turns into referrals.

Identify the network contact you'd like to meet utilising social media (so that you can link in your business page details) and make contact that way.

You get to introduce yourself and request a 'meet & greet' to discuss what services they provide so that you understand why YOU would send a client their way. This invitation style method allows your audience to feel specially selected. This is important to gain the KNOW-LIKE-TRUST factor.

Don't make initial contact about you and your new business, make it all about them!

Approach with the understanding that you want to understand what they do and how best you could work with mutual clients!

It's different I know, but it's heart felt which means you are highly likely to get a response – even if it's only we already have a practitioner in your modality.

You've made respectful contact and they will remember that. Additionally they chose to respond to you because they also are being mindful of their brand.

HERE'S WHAT TO WRITE!



Dear (insert practitioner name or business name),

My name is (insert your name), and I'm a recently qualified (insert modality) practitioner and now accepting clients. I have an interest in clients with (name field of interest eg sports injuries, trauma etc), and I am looking to build my referral network.

I would like to meet with you briefly to understand the exact nature of specialty services you offer. Information pertaining to you as a practitioner, and your business, will directly support me to refer clients to you and your business where they require services outside of my scope of work.

Where possible, I'd like to book a session. Do I need a specific ailment to receive your service?

I understand you're a busy practitioner and I'm flexible in when we may be able to touch base. The coffee is on me! If you're not available for a quick chat, would you be open to receiving new client referrals?

Thanks so much for your time in reading this message. I have linked in my business page details so that you can check out my services.

Cheers for change, Karen Humphries (Blooming From Within)