

REFERRAL PARTNER CALLS

SCRIPT TO HELP YOU CREATE REFERRAL
PARTNER RELATIONSHIPS



AMANDA ABELLA



INTRODUCTION

Hello and congratulations on requesting our sales scripts for helping you create more referral partners.

My name is Amanda Abella and I'm the founder of a sales training company called Make Money Your Honey.

We specialize in helping women-owned businesses excel at high ticket selling.

One way to build a steady lead flow is to build a network of referral partners. This is one of the easiest sales conversations to have and yet I see people fumble it all the time. In this document, I'm sharing exactly what to say when meeting a potential referral partner.

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BEFORE WE DIVE IN...

The success of these scripts is contingent upon a few things. To ensure you get the most of them here is what needs to be in place for these scripts to be effective:

- You need to have a solid offers that solve problems for your referral partner's clients and audience
- You need to have a sales process in place to stay organized.
- You need to have a sales process. For example, Customer Check In Call > Get On a Call > Discovery > Upsell If Applicable

This is super effective because it's a system you can repeat every day to ensure consistent sales From there you can move them into pre-qualifying. For more help on any of these items email me at amanda@amandaabella.com, DM me or visit <https://www.persuadetoprofit.com>

REFERRAL PARTNER CALL

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Here is a basic flow for how to talk to referral partners when you meet them:

1. The purpose of this call is to see if there are ways we can collaborate and send business to each other. We'll introduce ourselves and our business and if there are ways to collaborate, great! If not, then that's okay because I love to meet cool people.
2. Let them talk about themselves first
3. Say what your business does and how it solves a problem for their clients and for THEM.
4. List off some of the ways you work with referral partners.

For more sales training including a step by step process of building a referral partner network, check out PersuadeToProfit.com

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