

Mastering the Art of Referrals

4 Proven Strategies to Generate Referrals and Grow Your Network

Types of Referral Givers in **BNI**

- **Reactors**

- Respond when someone explicitly asks for help
- Example: "Do you know a good wedding photographer?"
- "React by referring a chapter member who meets the need"

- **Promoters**

- Listen for opportunities to promote the services of fellow members
- Example: "Oh, you're getting married! Have you sorted your photographer? I know someone great I can recommend."

- **Creators**

- Proactively create referral opportunities from nothing





1. Leveraging LinkedIn for Introductions

- Search LinkedIn for the target person
- Reach out to mutual connections, not directly to the target
- Explain you're helping a BNI member, building goodwill
- Strengthens your reputation as someone who helps others



2. Asking the Right Questions to Uncover Referral Opportunities

- Ask: “Where do you get most of your referrals?”
- Ask: “Who typically gives you business or introductions?”
- Identifies opportunities that may not be obvious
- Adds value by discovering ways to help through referrals



3. Actively Listening to Identify Referral Opportunities

- Focus on listening without interrupting
- Understand what they do for their clients
- Mentally note challenges or goals they mention
- Match those challenges with BNI members who can help

4. Using Social Media to Request Recommendations

- Post recommendation requests for specific businesses
- Utilize Facebook or local social media groups
- Creates multiple referral opportunities in one go
- Often results in direct responses and potential visitors



Recap

- **Implement these strategies to create more referrals**
- Leveraging LinkedIn
- Asking the right questions
- Active listening
- Using social media can all drive referrals





**You can get everything
in life you want if you
will just help enough
other people get what
they want.**

— Zig Ziglar

Thank You

Happy Networking!