



Referral

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VIDEO SERVICES

Using competitors to make referrals can be dangerous but here is a company who has found a way to make it work

Here's what the CEO of a video production company had to say:

I've been going to some of my competitors in the video services industry for referrals. One particular company in Texas does basically exactly the same thing I do. We were doing a job, a shoot - up in our area and the producer on the job came to us and said "do you know anybody down in Texas? I can't really afford to fly your crew down there to do this". So we offered the work to this other company offering video services in Texas and they paid us a commission on their fee.

There was another production company down in Orlando, Florida. We asked them what shows they were dealing with and we discovered that we were working with a lot of the same network shows. We were so far away, being 1,500 miles that their customers in Florida weren't necessarily going to hire us and our customers weren't necessarily going to hire them. So we were able to pick up the telephone and call their customers with their explicit permission and say that XYZ Production Company gave us their name basically giving us an introduction to them.

A new thing I'm now starting to do is offer some of the people I have built relationships with my entire customer base including the history, the pricing structures, everything I've done in return for their customer base. I give them my customer base saying basically that "I won't step on your toes, but you give me back your customer base."

