



Referral

In Association with

Preeminence



Bargaining Business

Here is an example of how to use your pricing structures to immediately promote referrals. This is what this family physician has to say:

One of the things that I have used successfully - some of it Jay uses, and he may consider it sales - but it's offering two for the price of one. You can do this with seminars; this concept applies to anything where there is participation. If you have a seminar and you're selling it for \$195, you say for three to four its \$175 apiece or for five or more it's \$150 apiece for example. That way you have the people who get the brochure going out and doing your selling for you. And really, that's a referral system on the front end.

