



# Referral

In Association with

Preeminence



## Audio Tape-Set Publisher

**Simple referral systems can sometimes be the best. Here Jay is speaking with a company who uses the backs of envelopes as a free space for customers to write referrals.**

On the back of all of our business reply envelopes we have an area where we ask for referrals. It's something to the effect of "if there's anybody who you think would benefit from the types of programs we offer, give us their name and address and we'll send them a free catalog." We get thousands of referrals every year, a good portion of which turn into customers. They tend to be good customers.

