



Referral

In Association with

Preeminence



Life Insurance Business

Here a life insurance business owner is telling Jay about a very profitable referral generating lunch format that he has implemented successfully.

I would have meetings with my clients for their birthdays, and I'd either take them out to breakfast or lunch. And in those meetings I'd sit down with them and ask them to tell me how they started their business. I'd ask them what made their business different from others and what made it great. I'd also ask them to list some of the things that made them personally stand out from the crowd.

I'd say, "Tell me one or two things I could do to really improve my business. Who would you call on if you were in my position? Do you know two, five, ten, a hundred people?" And they would start listing people. I'd ask them to tell me more about these people and you end up with a great referral system. And then of course, you just keep going with that.

