



Referral

In Association with

Preem¹inence



CONSULTANT

Here Jay is talking with a consultant who uses recorded testimonies from their current clients to prove his worth to new customers.

I rely mainly 100% on referrals. I conducted several seminars for other consultants. I found journalists who understand our business well, and I asked some of my best clients to allow these journalists to interview them.

The taped interviews really gave me and my people real deep insight about our work from the customer's point of view. We then offered these tapes to potential clients. We asked them to listen to the tape and make up their own minds whether they thought it was right for them and for us.

It's given us complete understanding and another point of contact with the customer. The customer now asks us "Well, does that mean that you have to decide whether you want me as a customer?" OK, it means we both have to agree not only the customer but both of us.

