



Referral

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Preeminence



INSURANCE AND BENEFITS CONSULTING GROUP

Here we have an example of an insurance company that specializes in a very narrow niche market. What they do to get referrals is to use a non-competing company in the same sector to promote and offer referrals. Here's what the CEO of the company has to say:

Our exclusive means of finding clients is through direct referrals. We serve a very narrow niche in the marketplace, people who are 55 to late 70's who have a net worth of \$3 million or more. You can't just ask these people who they know because the services don't apply to a broad segment of the marketplace. So what we try to do is make it as easy as possible for the people to refer us to people they know who fit that demographic profile.

First of all, your referral source has to be one of those people. And secondly, we, for example, have a list of all the landowners in North Carolina that own more than a thousand acres of land. Then if we're dealing with somebody who is in the real estate business, and the list is grouped by county, we can take them through that list and they'll say, "Oh yeah, I know so and so, you can use my name." We'll take a DMV list and we will sub sort that list prior to asking.

Another thing we'll do, if I have a particular community that I'm targeting, is to first go to the key CPAs and attorneys in town and say, "I'm not asking you for a lead. I just want to know who the key, wealthy people in this community are." And then I'll go to my client base with a sub sorted list and I'll say, "OK, bang, use my name, bang, use my name." That way, I have instantly sub sorted the list for them so that they just check off the names.

