The Three R’s
Referral Strategies, Recommendations & Reviews
The Three Rs: Referral Strategies, Recommendations & Reviews

By Daniel Ramsey

Another mnemonic I’d like you to remember that will help you and your team stay firmly in the dollar-productive zone is the 3 R’s: Referral Strategies, Recommendations, and Reviews. Why is this important? Recently we began to ask our clients via text and email this question:

“What the one reason you choose to do business with MyOutDesk?”

We received several different responses but we took the top three responses and then replied to them, asking them to choose just one of those responses. Overwhelmingly, our clients reported that they choose us because of the quality of talent we provide (which allows our clients to scale). The two runner-up reasons were that we are the price leaders in our industry, and that they know and trust MyOutDesk because of our 10-year history and client track record.

How do we know this? Because MyOutDesk cares and so we asked our clients – because of this strategy: The 3 R’s: Referral Strategies, Recommendations & Reviews!

We have already discussed the importance of referrals in scaling your business to the seven-figure level. It’s about building relationships on a personal level, but that doesn’t mean it can’t be systematized. Having a referral strategy is something that many substage one, two, or three business owners have never considered before, but it is such a crucial aspect of the 7-Figure Business Roadmap. Our team has system-wide, automated referral reminders built into the client portal. We also have specific virtual professional and client touchpoints that remind them how much we value referrals. We expect our clients and virtual professionals to refer three people to MyOutDesk within the first 90 days of doing business, and this expectation is set from the start of the sales process.

Recommendations

Having a system around recommendations is a powerful scaling tool in our internet-driven world. You can use testimonial-style recommendations on your website and social media pages to bolster the public image of your company. You should always be nurturing your online presence, and the great news is virtual professionals can do much of this work for you. MyOutDesk has an automated touchpoint that generates recommendations. It regularly surveys our clients and virtual professionals for Net Promoter Scores (a management tool that can be used to gauge customer relationships), produces client/virtual professional video testimonials, and creates focus groups as part of our “Because we listen and deliver” program. We have a robust reporting structure around the 3 R’s and can use it as a predictable statistical data set.
Reviews

Reviews are vital to just about any business today. Reviews drive so much business and you *must* have a process surrounding how yours will be systematically gathered for you and posted online. Not only can your virtual professionals be pursuing reviews in their communications with clients, but there are also automated tools out there that can send emails for you to ask for reviews with a quick, “Hey, give me a couple of sentences. Tell me what you think.” Once you generate great reviews, they have lasting value; they are viewed over and over again by potential customers, driving revenue back to your business.

We have a process in place so that when someone says that our virtual professionals amaze him or her, we point them to an area to do an online review. There will be specific sites you will want to be well represented on. These days, you can pick up your iPhone and ask Siri, “Who’s the best real estate agent in Yorba Linda, California,” or “Where is the best restaurant near me?” Siri and other search tools gather that information from sites like Yelp and Google, so you have to make sure you have a presence on those tools to the best possible degree.

We Are a Sales Organization

The reason the 3 R’s and 4P’s are so important is that in order to take the next step on the 7-Figure Business Roadmap, every employee you have must somehow be involved in the identification, attraction, and retention of customers. That is the path to growth and scaling. What we do at MyOutDesk isn’t just selling the services of virtual professionals; we are selling you the ability to close more business in a year. We are selling an opportunity to fast track the growth of your company and scale.

Even though taking on virtual professionals may seem like an increase in overhead at first, every dollar you spend on virtual professionals will add at least three dollars to your bottom line (some of our client have said as much as 8x). Once your team is in place, you should work to ensure that what is paramount to every single employee is to directly get and keep customers, with no exceptions. If you allow your team to focus too much on all the little details and take your eyes off getting and keeping customers, that is precisely what you will get: everything but customers.

Sam a Real World Example:

Sam is a businessman in southern California who has reduced his business success to one simple matrix: recruitment of sales people. Sam entire business model only makes sense if his head count is over 1000 sales people and so he focused 100% of his efforts on internal Referrals for more sales people, creating a referral prize for his existing team members “Win a Mercedes!” Any person inside of his company that brings a new sales person to his office is entered into a raffle to have his company pay their lease payment for 3 years up to $600 a month. Last year he grew his firm by over 100% using this referral strategy, in 2018 his sales person head count grew to 800 agents (very close to his goal of 1000). The cost is $5,000 and he had close to 200 new agents join his team due to this one Referral strategy. Why is this important? Ever person inside Sam’s organization is in sales, and provides referrals. Imagine if
inside your organization you could have everyone from your front desk guy to the account to your operations team engaged in getting new customers and keeping customers

Scale Framework: Sales

1. Everyone is in Sales! People are either engaged in Getting Customers or Keeping Customers!

Scale Accelerator:

Go to www.myoutdesk.com/sales to get a copy of our surveys, questions we ask clients to focus our marketing message, and more strategies on driving sales with a virtual professional.

About MyOutDesk

To learn more about MyOutDesk, visit our website at www.myoutdesk.com or call 1 (800) 583-9950 and we will reach out to you to schedule a personalized one-on-one consultation.