

Lead Vs Referral

What is a Lead? A lead is when someone gives you the name of a company or person that you should call, because what you do would work well with what they do, or someone knows they are in need of your services.

Leads are good at starting a relationship. This all based on the fact that that the person who provided you the lead understands what you do, and is thinking about how you can help people.

What is a Referral? A referral is when someone gives you the name of someone who needs your business or product and then *calls or emails* them. This is important. A referral is a lead that comes with a stamp of approval and trust

Referral checklist:

Person providing the referral realizes there is a "Need Recognition" and that the interest of both parties is **targeted and aligned**.

Client acknowledges there is **Intent**

Introduction made between parties

Maximize new business through qualified referrals