

“How to Cultivate Effective Referral Partners” Video – Discussion Questions

Now that you have shown the “How to Cultivate Effective Referral Partners” video, here are some follow-up questions to start a discussion with your group on how to go about delivering their Value Propositions to build lasting relationships leading to more referrals.

1. What techniques most resonated to you? What techniques do you follow?
2. What are ways to be a better referral partner non-work related?
3. Do you outright ask COIs for referral?