

Turning Clients Into Advocates

The Secret to
Getting More Referrals

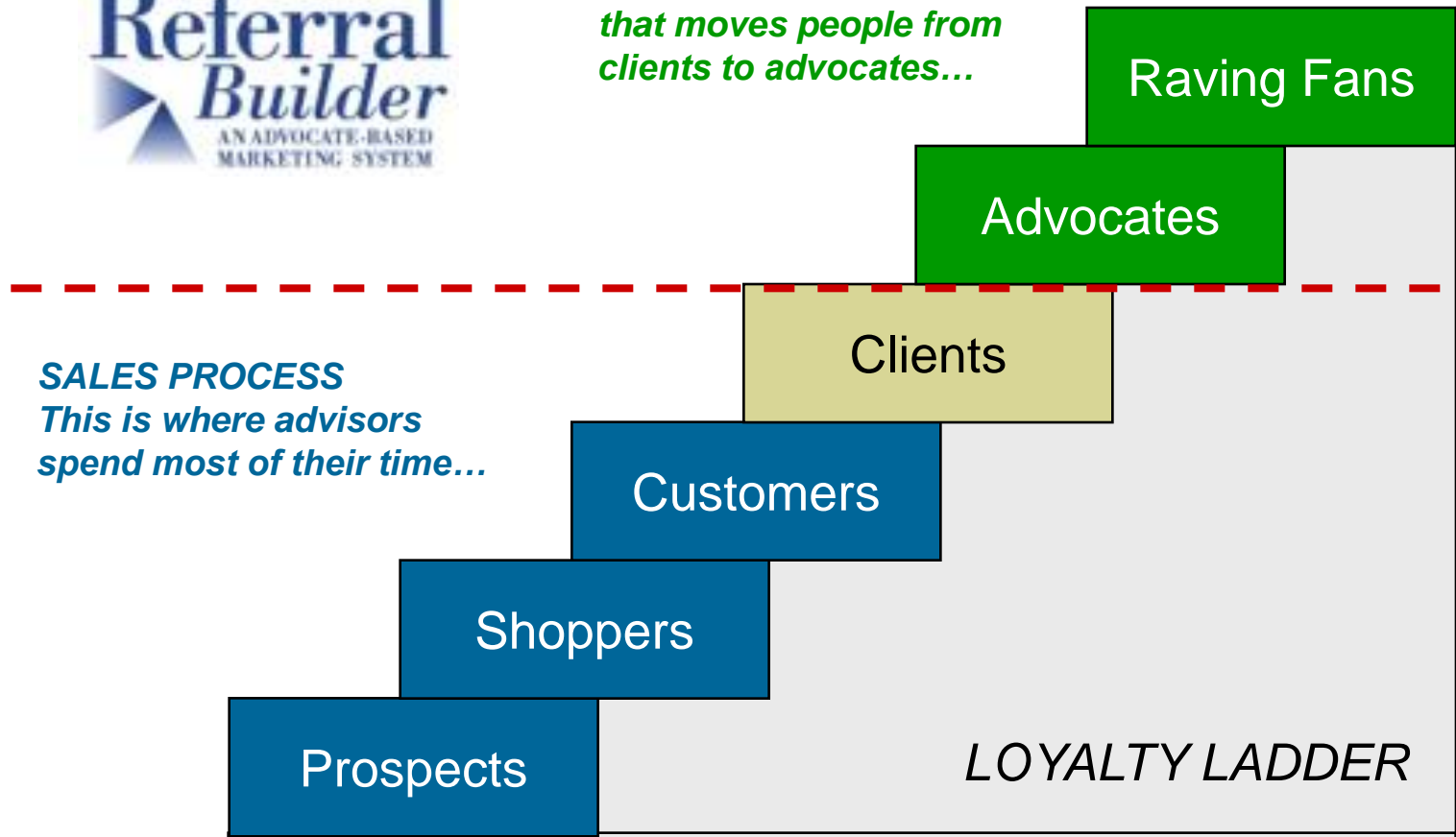
Stephen A. Saenz



The secret to getting more referrals...



*Referral Builder is a
LOYALTY PROCESS
that moves people from
clients to advocates...*



*Used with permission. Adapted from Up the Loyalty Ladder, By Murray and Neil Raphael Raphael Marketing, Atlantic City, NJ | www.raphael.com

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Your Loyalty Process feeds your business...

FINDING



GRINDING

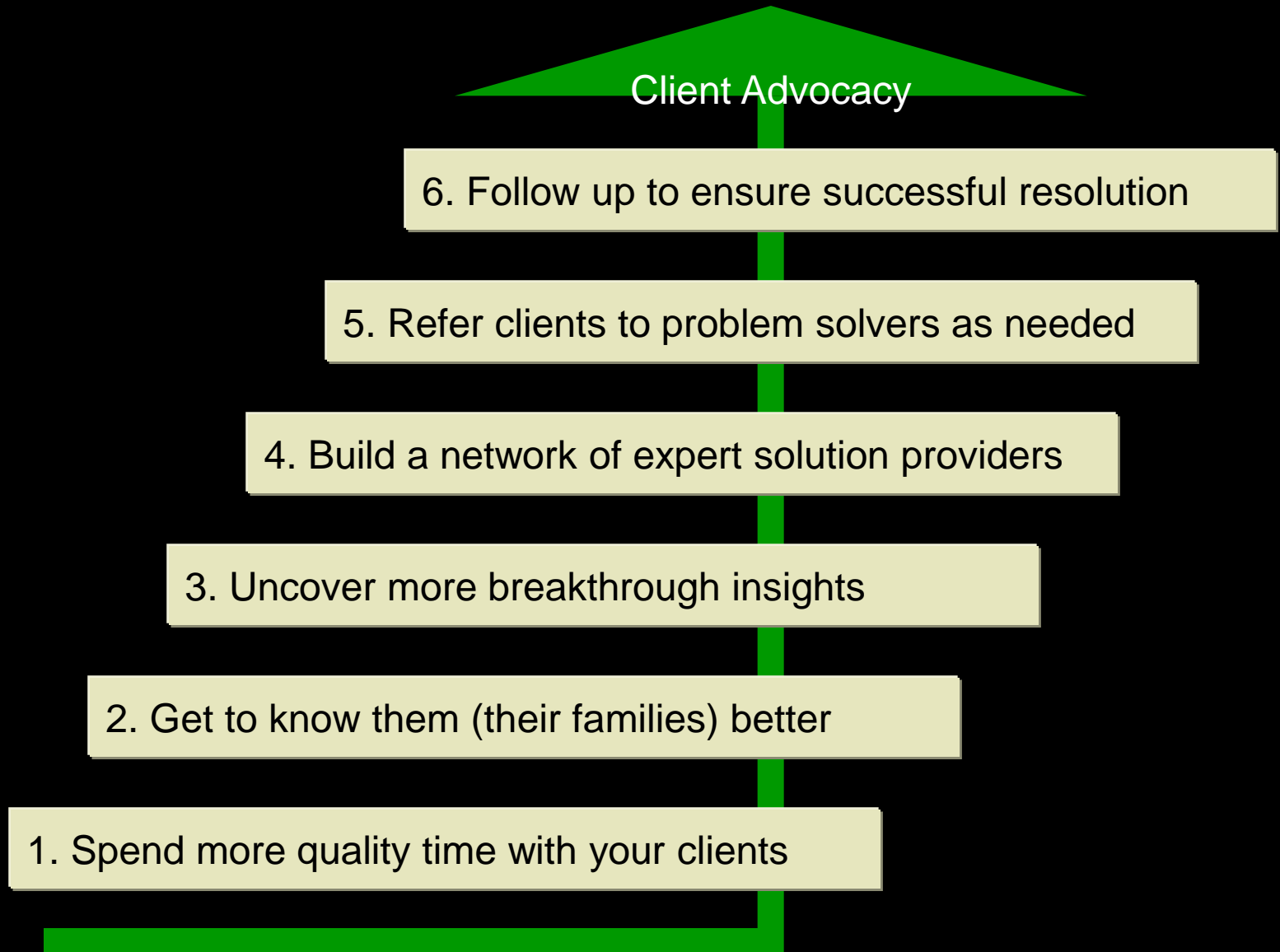


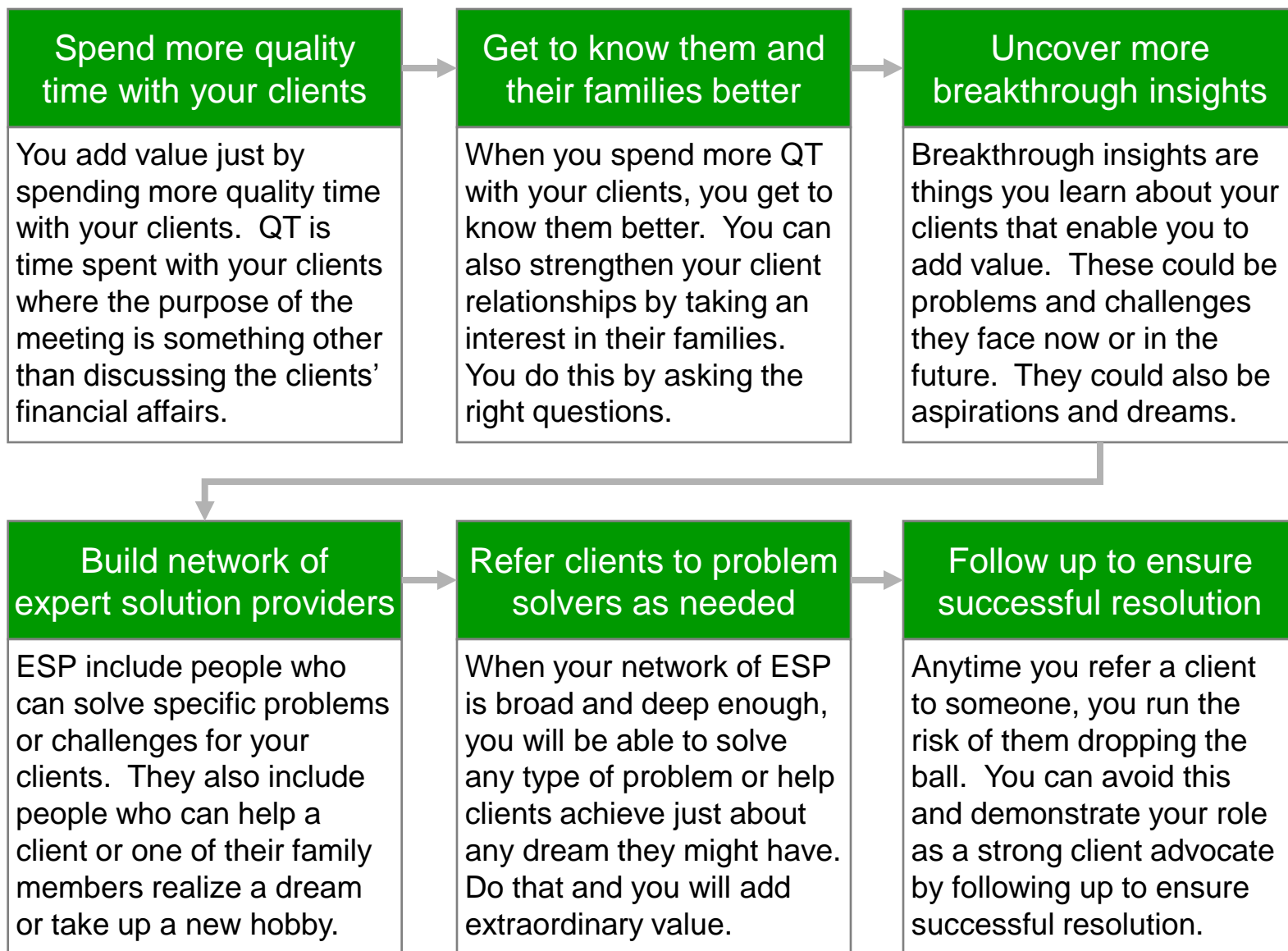
MINDING

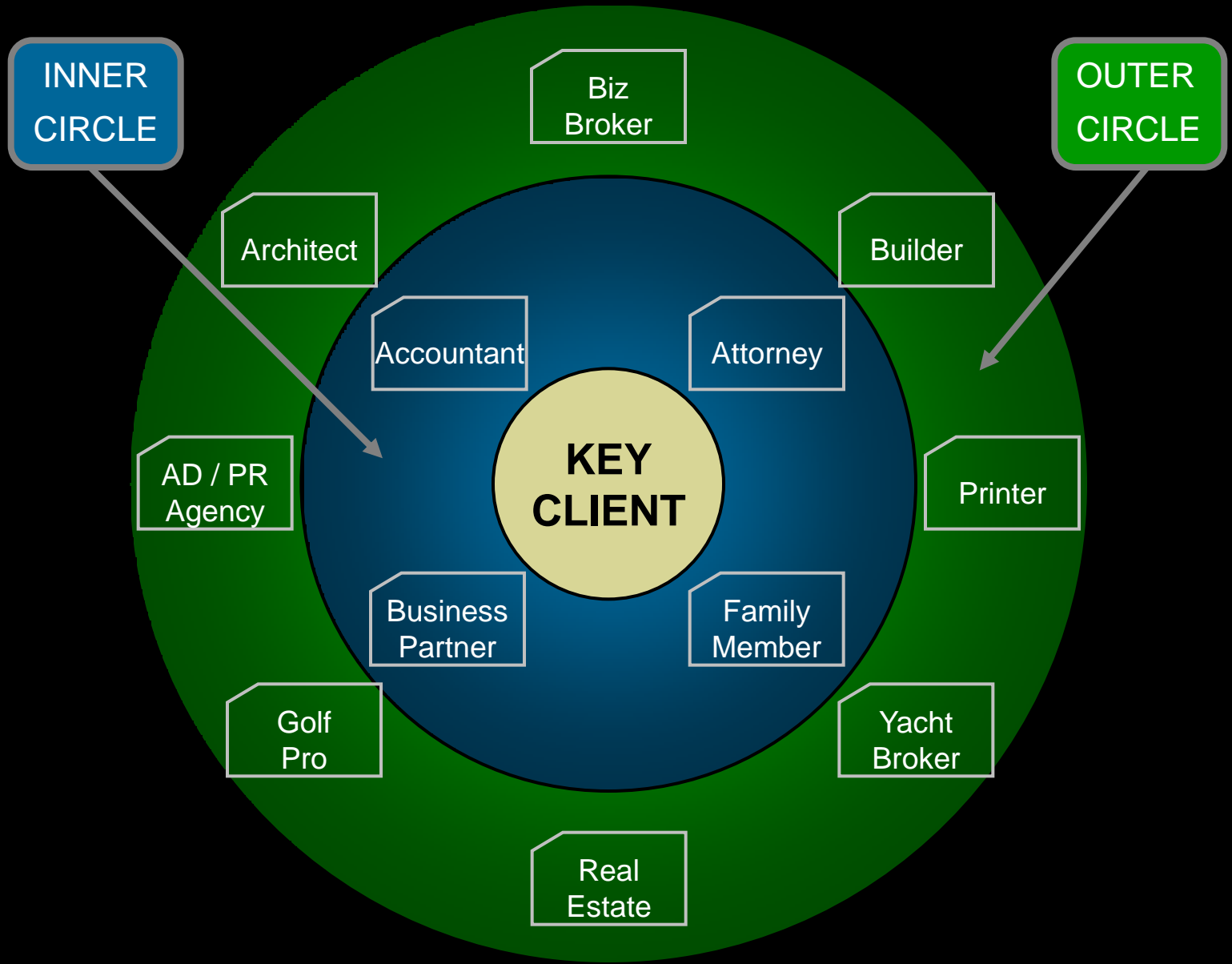


If you want your clients
to become stronger
advocates of yours,
you first have to become a
stronger advocate of theirs!

1. Advocacy begets advocacy. When you become a stronger advocate for your clients, they will become stronger advocates for you.
2. Advocacy is a function of loyalty. You create advocates by building loyalty.
3. You build loyalty by adding tangible value.
4. You add tangible value by solving problems. The more problems you solve, the more value you add to your relationships with your clients.
5. You solve more problems by getting to know your clients at a deeper level. When you get to know clients at this level, you uncover breakthrough insights about them and their families.
6. You get to know your clients at a deeper level by spending more quality time with them.
7. What you say matters little. It is what you do that counts. Actions speak louder than words.
8. In a relationship business, those who build and maintain the best relationships will win the war.







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Lifetime Value of A Loyal Client

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