



ATL Network
ADVISORY THOUGHT LEADERSHIP

Strategies to attract new clients and new growth



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Webinar Chair



Colin Simkin
Partner

www.atlnetwork.com.au

Keynote Speaker: Ron Gibson

- Relationship-driven business development expert
- Fill your pipeline with more and better business
- Networking | Relationship Building | Business Development skills
- 200 Presentation per year



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What we will cover

- 8 reasons why you are not getting the referrals you should
- Factors that increase the probability of referrals
- Unlock the secret to referrals for professional advisors



8 reasons why you are not getting the referrals you need

- You are your network's best kept secret
- You don't keep in touch consistently and they've forgotten you
- They don't trust you (enough)
- You have ignored your online footprint

TOP SECRET



8 reasons why you are not getting the referrals you need

- You haven't differentiated yourself or they are confused and not sure who they should refer
- You have the wrong professional intermediaries in your network
- You're not sending referrals their way
- They're not networking or building connections — they don't have the relationships



FACTORS THAT INCREASE THE PROBABILITY OF REFERRALS

- Visible expertise = 37%
- Professional relationship = 23%
- Social relationship = 18%
- Reciprocity = 12%
- Attending networking events = 4%
- Asking for referrals = 3%
- Social responsibility = 2%
- Sponsorship = 1%



REFERRAL KILLERS

- Absence of visible expertise = 52%
- No social relationship = 18%
- No professional relationship = 15%
- Not leveraging networking = 8%
- Not reciprocating referrals = 4%
- No social responsibility = 2%
- Not asking for referrals = 1%



Unlocking Client Referrals

- Deliver exemplary service
- Be both available and easy to do business with
- Give 'after the sale value' – provide helpful info via your blog/newsletter
- Give value beyond your services



5 Star Service Guarantee



Unlocking Client Referrals

- Refer business to your clients
- Make valuable connections for them
- Develop/deepen the personal relationship
- Don't ask for a referral if you haven't earned one



Getting Other Professionals To Refer You

- Start the relationship on the right footing
- **Develop the relationship**
- Educate each other about your respective businesses
- **Develop the relationship**
- Be sure to talk about what's in it for them
- **Develop the relationship**

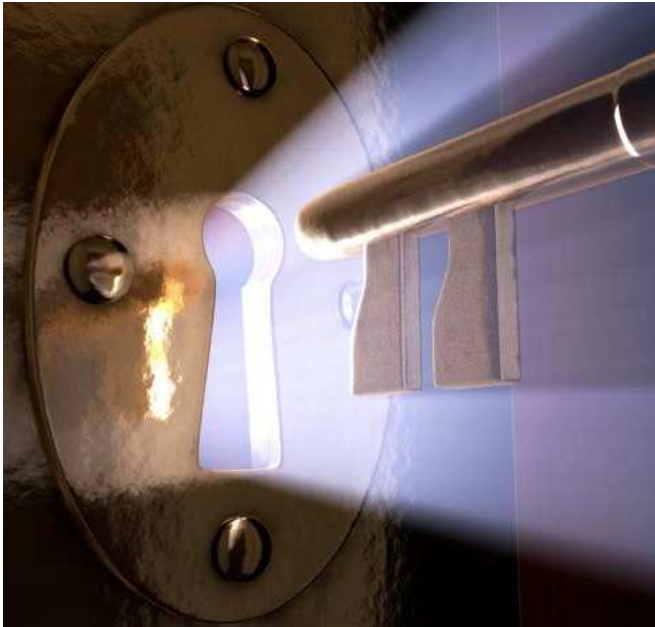


Getting Other Professionals To Refer You

- Formalise the relationship
- The ball is in your court
- Keep nurturing the relationship
- Regularly review the relationship
- Out-value and out-relationship your competitors
- Ask *“what can I do to help you refer clients to me?”*



Unlocking The Secret To Referrals



- Just keep giving value
- Don't fall out of touch
- Build the personal side of the relationship
- Strive for excellence in your service delivery



Commercial Outcomes



More Referrals



More Prospects



More Clients



More Business



More Revenue



More Profits

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Online Masterclass Program



"I initially came across Ron as an attendee of his webinar ... I felt I was in the company of a true Master of Networking ... I'm really benefitting from the new central role that Networking is playing in our Business Development."

Mark Rosen,
Transaction Chartered Accountants



Ron Gibson, Associate Advisor

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Online Masterclass Program

Masterclass One: Profitable Networking

Masterclass Two: Endless Referrals

Masterclass Three: Professional Business Development Skills



3 Online Sessions – Start today

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Professional Development Webinars

Linked

5 Simple Step To Start Your LinkedIn Referral Machine

Tuesday 13th September, 12:00pm AEST

US-based, International Speaker, Wayne Breitbarth

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Access today
Preparing to offer CFO
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REAL Practice Issue 2016



Succession



Remaining relevant



Staff Transition



Fee Pressure



Managing Staff



Compliance Reliance



Cash lockup



Leadership



Strategic Direction



New Clients / Growth



Internal efficiency



Profitability

ATL Network: Blue Mountains, NSW



- Conference: 20th & 21st October
- Strategy | Growth | Implementation | Accountability
- 12 month program

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How we can help you



www.atlnetwork.com.au

Thank you



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