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Developing Revenue-Focused Leaders
Leadership . Business Development . Retreats .

April 2007 Client Development Tip & Measures of the Month

Building Your Referral Network

Things To Do

- ☐ Identify existing referral sources
- ☐ Identify potential referral sources
- ☐ Calendar regular contacts with your referral sources
- ☐ Identify occasions to give referrals, leads, and other business development opportunities to your referral network
- ☐ Devise other contexts for reaching out to, educating, and providing value to this network

Measures

Existing and potential referral sources	Scheduled to contact	Opportunities I can give	Context for contact	Calendared for follow-up