



Road map to becoming a Successful Referral Partner

None of these tips are earth shattering. They are all rock solid, proven strategies which is why we share them with you.

However, we share them with you because we know, working with Referral Partners everyday, that sometimes we just need a reminder of what the steps are.





Write a list of all the businesses and professionals in your network that you could refer

They may be local merchants that you frequently visit, businesses in your professional network, family & friends or those that you have worked with in the past.

You should Never cold call, ever! Instead, after you have created your spreadsheet, add a column that says how you will contact them. You can reach people in so many ways nowadays, such as SME Facebook pages, networking events, calling your local hairdresser, dentist and so on.



Be more targeted and work smart

The more specific you can be about the types of people you can help and refer, the more you will be remembered, understood and win a referral.

Our core business/services are Payments Processing and Unsecured Borrowing so why talk to NASA about our services on Mars? Well, not just yet.

Speaking with business owners that you know is much easier than those that you don't - start with low hanging fruits.

Asking your professional network, friends and family to help you spread the word is easier than asking strangers to do so.

It is easier to get a referral from your local small independent business owners than large organisations that will tie you up in bureaucracy.

Join local social media small business associations - retail/restaurants/dentists/nail bars/hair-dressers/car repair shops/florists/ecommerce groups - and make regular posts on our services and always make it easy for your viewers to contact you.



If you know your product, you Sell with Confidence

Your success comes down to your **confidence** which is easily achieved by knowing to some detail how our products and services play a part in the success of any small and medium size business.

Our innovative systems, lending services (that add to a merchant's working capital which could make or break a business) and our ability to make savings on card processing rates & fees is a great offering.

We have brought services and technologies that support non-for-profits raise funds by email, SMS and their website portals. We go further by offering them discounted rates and fees.

Take the time to understand the Take Payments offering; it sells itself!

You need to communicate **OUR VALUE Proposition** – and what it is that we actually do – more than once

Simply having a call and/or meeting with someone and expecting them to understand you and agree to a referral is not always the case. Follow up with a Thank-you text or email for their time and summarize the value of what we do again:

- ✓ We save SME's money on their POS rates & fees that big organisations would jump at the chance at a heartbeat
- ✓ We give them access to unsecured borrowing of up to \$500,000; who does that?
- ✓ We give businesses access to innovative software and hardware that gives them a competitive edge. Contactless for quick payments, Chip & Pin for more secure payments, Apple & Android pay for the more sophisticated customer, recurring transaction feature for those monthly clients, software that synchronizes all your departments' processes.....We allow merchants to exceed a potential customer's payment method expectations
- ✓ We offer ATM's to businesses that cannot be offered a POS machine or those that simply need their customers to have access to instant cash
- ✓ We promote return business by offering branded Gift & Loyalty cards
- ✓ Most bricks & mortar businesses could also benefit from an online presence. We support their payment processing through our e-commerce gateway

And if we cannot save them money on their POS rates and fees, we will give them \$500.



NO! YOU CALL ME!

Referral partners will tell us, “Yes, I told one of my referrals to call you today”, but their referral probability never calls. I think this is where a lot of referral partners fail to build a great residual income. Don’t just get them to call us, sow the seed on the value of:

- saving every cent they can — it is what smart successful businesses do
- up-to-date systems that allow merchants to take payments in every digital way possible and how that gives them a competitive edge — if they are taking more payments they are beating the competition
- access to working capital and business loans — it could make or break the business
- gift and loyalty cards — keeps their customers coming back
- cash machines — we all need cash
- being online too and taking payments at a much reduced cost compared to that of PayPal, Square or Stripe

Then sit back back and **let them call you** until you see or hear from them again and sow the seed again.

Do I want you?
Yes.

Will I chase you?
No.

Hplyrikz.com

Become impossible to ignore.

Create a strategy of how you will remain in the lime light. Out of sight = out of mind. Top of mind = tip of tongue.

There are 101 ways to keep your network informed/remembering what you have to offer without being annoying.

Yes, talk about it on your Facebook page, Smile about it on Instagram, Blog, Pin images on Pinterest.....
And, remember to always give more than one way for them to contact you



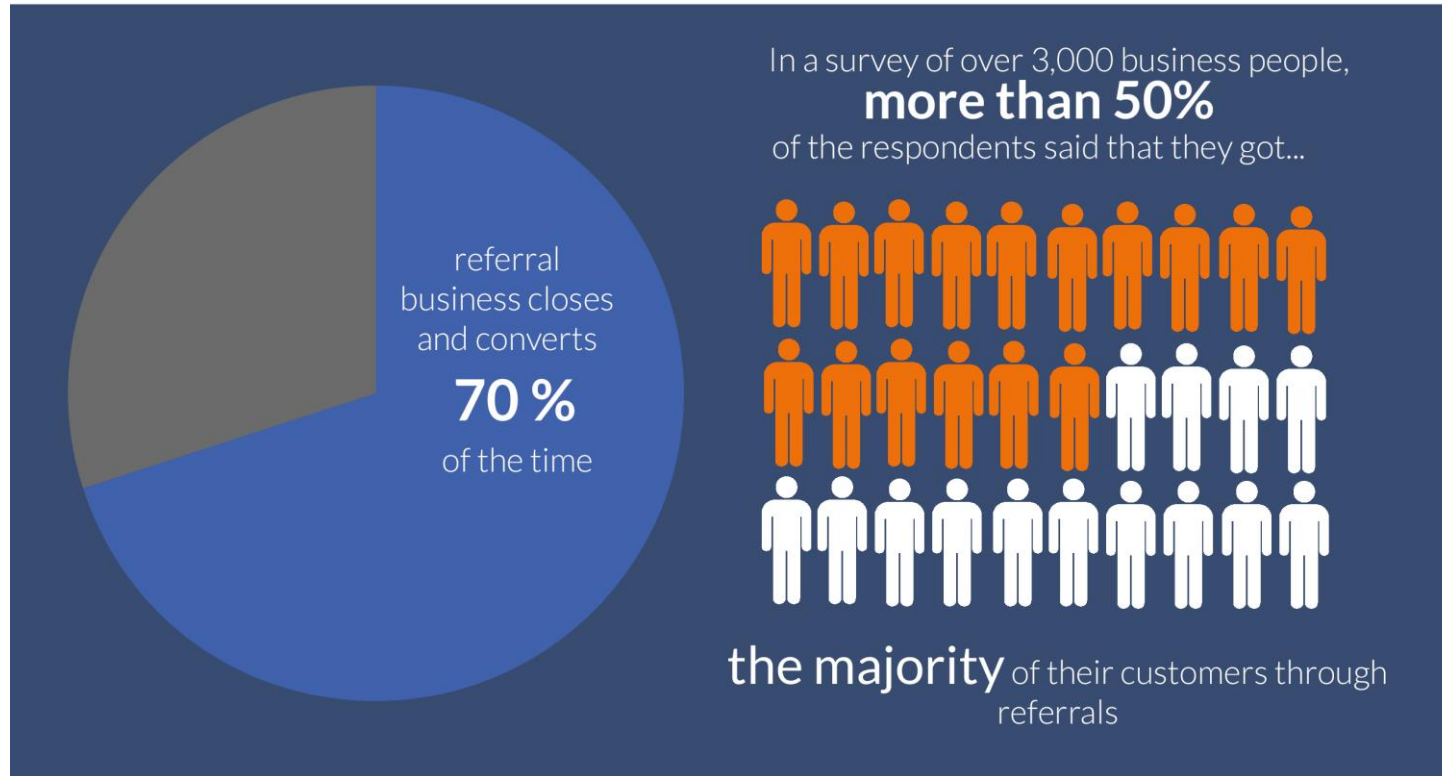


Take a proactive approach.

Have you:

- Spoken to the local drycleaner, dentist, nail salon, gardener, takeaway restaurant who services you use? You give them business, they should give you theirs too?
- Enlisted family, friends and your professional network to spread the word for you?
- Used social media and let people know how you may be able to help them and always add a call to action; email me, Inbox me, call me or text me
- Asked your accountant/bookkeeper to help support you referral program?
- Attended your local business networking events to find more referrals?
- Spoken to your religious network?

Referrals Make a Difference



Our current close rate on referrals is 89%. This will get you on a fast track path to a Residual Income.

Go get them!



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