



The CONNECTION™

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Ask for specific referrals

When you have a satisfied customer, it's a great idea to ask for referrals. Although many of us already know that, it can often be difficult to remember the most important detail: be specific. Be specific with customers, and I assure you that you'll soon reap the benefits.

Rather than ask "who else do you know who might be interested in this?" which could be anyone from their boss to their brother in law, ask "Do you know of anyone else in your company who might be interested?", or "Do you know of anyone at another software company who has the same problem we could help with?"

Sometimes leaving a question too open doesn't jog the same focus as asking a specific question.

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