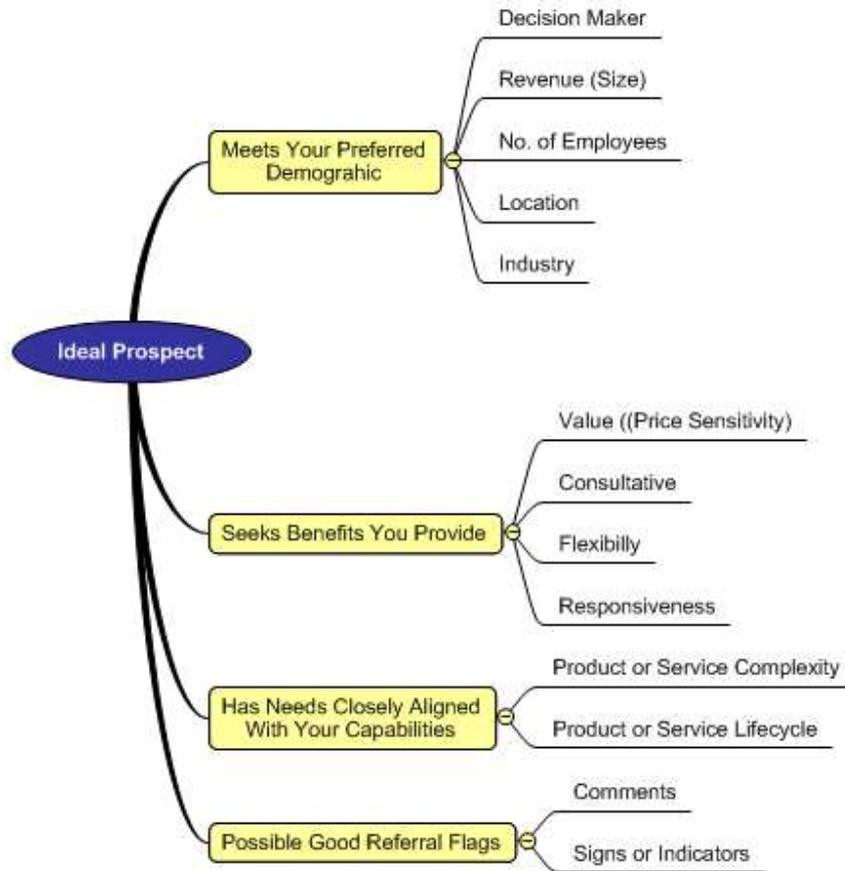


Outline for Guideline for Referring



1. Decision Maker – Describe the Ideal Contact for them to refer you to. The person who will benefit most from meeting with you and will see the value of your product or service. (think through what type of personality you best identify with, we always relate best with people who think the same way we do)

2. Revenue - What size company are you the ideal fit for, based on their annual sales.



11. Contract Lifecycle - Your ideal customer intends to engage you to satisfy long-term, consistent product or service requirements.

12. Comments – What might a potential Ideal Customer be saying that would indicate they are in need of your services? (unhappy with current product, service or vendor, sales or production problems, or in general looking for more information related to what you do etc.)

13. Signs or Indicators – What kind of signs or indicators would flag a need for you products or services? Are they hiring or firing? Growing or downsizing? For sale or Looking to acquire?

Give your referral partner a clear picture of who you are looking for so they know you're Ideal Prospect when they see them. The better job you can do of visually painting this picture with your Guideline for Referring. The more success you will have. Best of Luck!