

The Referral MASTERCLASS

Second Annual



WORLD BUSINESS
AND EXECUTIVE
COACH SUMMIT



Suzi Pomerantz



Ben Croft

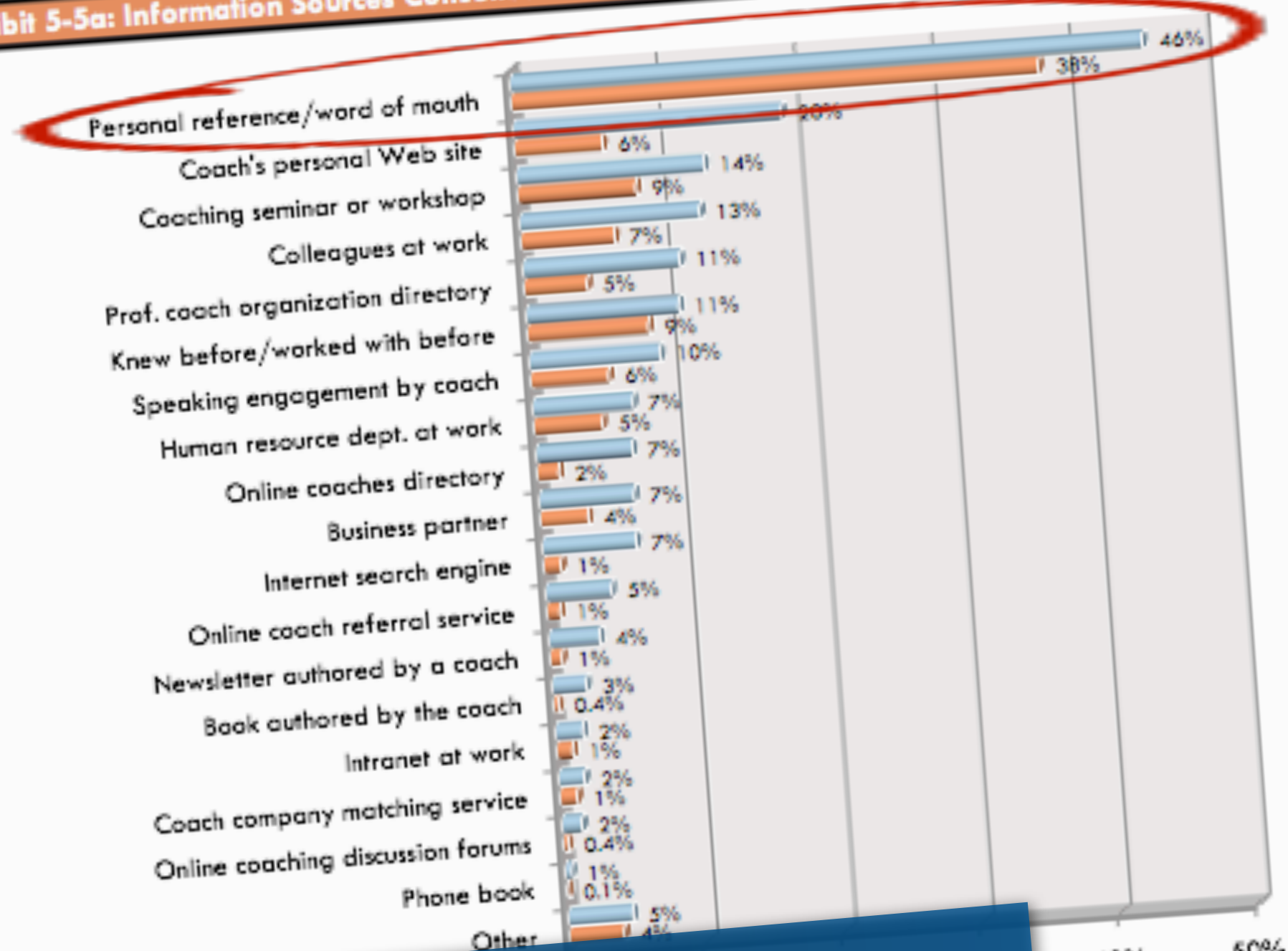


Ian Brodie

Agenda

- ▶ The 12 Pillars of Successful Referrals
- ▶ Referrals Q&A
- ▶ The Executive Coach Hub: what would be the most valuable for you?

Exhibit 5-5a: Information Sources Consulted



Why are referrals so important?

Notes: Base is those who selected their coach themselves (N=1759).
 Percentages for "all sources" sum to more than 100% due to multiple responses.
 Percentages for "most influential" may sum to more than 100% due to rounding.

A high-angle photograph of three business professionals in a modern office setting. A man in a dark suit and blue shirt is shaking hands with a woman in a dark blazer. Another woman in a dark blazer and glasses stands behind them, smiling. The background is a light-colored tiled floor.

#1: Be Referrable

#2: Check Your *Motives*



#3: Plant Seeds



Pymont Bridge Rd

220 m

then

Lime St

Darling Drive

Murray St

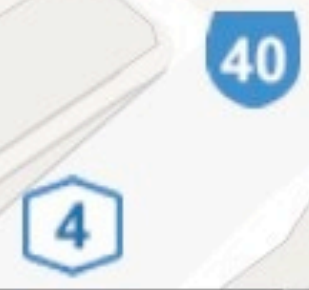
Harris St

Union St

Pymont

#4: Set Expectations

8 min



**#5: Recognise: people
want to help**





#6: Give referrals

#7: Get the Timing Right





#8: Ask!

Thank You

#9: Acknowledge referrals



#10: Be Authentic

#11: Nurture Relationships



A photograph of a man wearing a white cowboy hat with "DOYLES ROOM.NET" on the band and a yellow button-down shirt. He is sitting at a poker table with a green felt top. To his left, another person's hand is visible, holding a card. To his right, another person's hand is visible, wearing a ring. In the background, several people are standing, including one in a blue shirt and another in a black shirt with a white "LA" logo. A blue water bottle is on the table to the right. A dark blue banner with white text is overlaid at the bottom.

#12: Detach from the Outcome



Giving a referral is a huge
investment of trust in you

Questions?

The Executive Coach Hub

The Executive Coach Hub

THE SOURCE TO HELP YOU ATTRACT AND WIN
CLIENTS AND BUILD YOUR COACHING PRACTICE

Best Practice Marketing and Sales Training

- ✓ Finding your niche
- ✓ Generating leads
- ✓ Nurturing relationships
- ✓ Winning clients
- ✓ Scaling beyond 1 to 1

Tools and Services

- ✓ Marketing templates and tools
- ✓ VA support specialised for Executive Coaches
- ✓ Website and online coaching tools

Community and Support

- ✓ Forums and Discussion groups
- ✓ Peer coaching
- ✓ Dedicated marketing coaches

What do you want from
the Executive Coach Hub?

What would give you the
most value?

Question 1:

What's the biggest
challenge you face with
your marketing today?

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What's the biggest challenge you face with your marketing today?

- ▶ Finding your Niche?
- ▶ Crafting your Value Proposition?
- ▶ Generating Leads?
- ▶ Nurturing Relationships?
- ▶ Enrolling Clients (Selling)?
- ▶ Building “Market Gravity”?
- ▶ Something Else?

Question 2:

What barriers do you face to succeeding with marketing?

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What barriers do you face to succeeding with marketing?

- ▶ Not knowing what to do?
- ▶ Not having the skills and experience?
- ▶ Not comfortable marketing and selling?
- ▶ Can't find the time?
- ▶ Need better resources and tools?
- ▶ Something Else?

Question 3:

What sort of support
works best for you?

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What sort of support works best for you?

- ▶ Online training?
- ▶ Home study pack (physical CDs/DVDs, workbooks)?
- ▶ I to I coaching?
- ▶ Group Coaching?
- ▶ Live Events?
- ▶ Peer Group Forums?
- ▶ Something Else?

Question 4:

What's the biggest benefit you'll get from making these improvements?

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What's the biggest benefit you'll get from making these improvements?

**Just type your answer into
the Q&A box..**

Would you like to keep
involved in developing the
Executive Coach Hub?

Just type “**yes**” into the
Q&A box and we’ll be in
touch

Thank You!



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