



## Generating Referral Partners

- It's not what you know but who you know
- Who really knows you
- Set up a team of business referral partners
- Close knit group of business professionals
- Ongoing source of warm leads
- Trust and support, advocating for each other
- Reciprocal relationships
- Referrals come with implicit endorsement
- Higher conversation rates and loyal clients
- Nurture your team

