

Key Partner of the Month



Who Are You?

"Sarah Owen, Key Partner with The Directors' Centre. Master Franchisee of Referral Institute UK – an international training business moving relationships into profit."

What Do You Do?

"We show people how to generate business by word of mouth in a structured and professional manner. You already know some of the people who could make a big difference to your business. It's just a matter of letting us show you how to unlock the opportunity effectively."

And Your Style?

"Our trainers, consultants and coaches are world class and undergo a full accreditation process to deliver our material. Part of that accreditation includes demonstrating that they have applied our training methods to their own businesses so they are experts in their own right. The material created by the world's leaders in this niche topic over the last 15 years is clear, student participation is key (not chalk and talk) and totally results driven with tried and tested content."

What Have You Done?

"Trained a range of classes to 437 businesses since our launch in the UK in May 2005. Our Pipeline course has generated an average of £52,000 per student over an 8 hour day. We have worked with large businesses including Bristol and West and Western Provident Association and we have created results with a range of business professionals including our students on the Referrals For Life™ training community. We have worked with national franchise businesses including Travel Counsellors and Geopost International working with franchisees to create results by referral. We track the results and on average our clients working with us on a regular monthly basis increase their sales by referral by at least 100% in the first 12 months up to 1100%."

Why Should I Care?

"You probably get business by referral but you won't have a systemized approach where you can predict the results taking the surprise out of the introductions you receive. Even if you like the activity you will be wasting hours and hours on ineffective networking and you won't be leveraging the relationships you already have."

What Can You Do For Me That I Can't Do For Myself?

"Show you how to bring formal business strategy to a vital source of your revenue based on a clear logic.

1 out of 20 people that come from you with any marketing method will be likely to buy from you. 1 out of 6 who are referred to you will buy.

So you will increase your closing ration by 300% with referral marketing.

Referred clients will stay with you 4 times longer.

Referred clients will repeat buy 3 or 4 more times from you in the first year. Referred clients are 2.5 times more likely to refer you."

What Mistakes Would You Stop Me Making?

“Leaving vast amounts of profit on the table. Trashing good relationships. Losing profitable relationships.”

How Else Would You Save Me Money (Or Make Me Money)

“Sabotaging your own success because you just didn’t know any better.”

Give Me An Example Of One Business You Worked With This Year?

“A national franchise business in the insurance sector who kept their team in regular contact with our content through a reinforced learning programme in house have increased existing methods in the area of customer referral and have now introduced formal projects to gain business from other key business relationships the organization. They have increased their results by a factor of 10 fold over 11 months.” They have used a range of our trainers using face to face work; key note speaking at meetings they were already running; one on one consulting with some of their top sales people and a full day out of their 5 day franchisee training sessions for new franchisees.”

Why Should I Trust You?

“No reason at all – you don’t even know me. You could always speak to some of our clients or look at our website and see a range of what other people are saying about us. Get referred to us – that way you will probably trust the person who has told you about us.”

How Much Will It Cost Me?

“Public classes run at around £350 a day in the provinces and more in London. Our day rate starts at £1200 up to £2100. You can access a stack of tips and information as our guest on our website and if you are in the network of one of our clients you can come to a preview class as their guest.”

How can I contact Sarah?

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| Name | Sarah Owen |
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