



The Gallagher Group

Ready, Set, Sales![®]

(SAMPLE of Prospecting Tactic)

Top Quality Recommendations (TQR)

Gaining Top Quality Recommendations on a regular basis is the key component to multiplying the number of “A” clients in your client file. The typical veteran producer (with more than 250 clients in his/her client file) should be able to reasonably obtain 50 more recommended leads a month using this fundamental approach. Like any quality system for continuous improvement, the approach requires setting a reasonable and achievable goal, and the discipline to carry out a step-by-step process on a regular basis.

Definitions

Referrer – an individual who will give you names or recommend people but does not take additional steps to endorse your services.

Recommendation – a solid referral from someone who is willing to actively endorse your services by taking steps such as making a phone call or sending information on your behalf.[©]

Endorser – an individual who actively provides top quality recommendations in an effort to promote your services to other influential friends and colleagues.

(SAMPLE)

Top Quality Recommendations (TQR)

Objective:

Double the number of "A" clients in my client file from 28 to 60 by year-end. I will do this by obtaining a minimum of 50 top quality recommendations a month from weekly meetings with selected top clients and professional advisors.

Challenges:

1. Need to build system into my weekly routine as an urgent activity.
2. Need to ensure my assistant is accountable to process for preparation, follow through and reporting responsibilities.
3. Need to follow through with endorsers and continually gain their trust for future recommendations

Action Plan:

Action	Person	Time frame	Status/ Completed
Block out one day a month for the entire year to work on refining system and leveraging TQR opportunities			
Develop top client profile			
Sort out clients who meet profile of top client			
Identify clients who will act as endorsers			
List Prof. Advisors who will act as endorsers			
Set annual goals for increasing Top clients based on this focused system. Back into monthly goals (50 leads per month is realistic for veteran producers.)			
Add fields to database to note status of endorsers and list of incoming recommended leads; <i>IMP: note in database a field for following up with endorser on progress with leads.</i>			
Establish a monthly-generated report noting status of each lead and follow up activity with endorser.			
Research off of lead generation database businesses within 30-mile radius of endorser, starting with businesses that are somewhat related to endorser's market.			
Create file for endorser in brightly colored folder (use same color for all endorsers) and include lead generated list. Create separate in-box for these imp. Files			
Action	Person	Time frame	Status/ Completed
If endorser belongs to a club or association, attempt to obtain list of members and also include in file.			
Develop sample recommendation notes that endorser can use (make sure that they are			

compliance approved.) Attach personal or company brochure as appropriate..			
Schedule breakfast or lunch appointment with endorser for the purpose of obtaining top quality recommendations			
Organize the following for your appointment: <input type="checkbox"/> 2 copies of lead generated local businesses <input type="checkbox"/> sample letter of recommendations <input type="checkbox"/> min. 10 copies of personal or firm level brochure <input type="checkbox"/> book of stamps			
Be prepared to review the value you've brought to the endorser. Share the unique ability you and your firm bring to your clients.			
Present the difference between a cold referral and a warm TQR. Share your goal for doing business only based on TQR's.			
Present sample hand-written notes and attached brochure for endorser to review.			
Ask endorser if he would help you expand your services by recommending you to other business owners who fit the profile.			
Present list of local businesses with most desirable circled. (Keep initial list to < 50) Ask endorser what he knows about them. Qualify as much as possible.			
Ask endorser to select 10 businesses to write a quick note of endorsement on his/her letterhead. Note these 10 names on your copy of list for entry in your database.			
Schedule a time when you will follow up to ensure letters have been mailed. State that at this time you will begin calling on recommended leads and using endorser's name as part of your introduction. Write agreed upon date on outside of endorser's packet of materials.			
Ask endorser how s/he would like you to follow up on progress with leads. Commit to follow up!			
Bring back 10 names and enter into database noting the endorser's name.			
Schedule time in calendar to begin follow up on leads at the appropriate time.			
Action	Person	Time frame	Status/ Completed
If you are unable to schedule meeting, keep names on your cultivation list. Cultivate with at least 6 touchpoints a year.			
Repeat process every week making sure you follow up frequently with positive feedback for endorser. Manage progress toward goals through monthly reports.			
After system is successfully up and running, consider giving results-driven bonus to assistant to encourage ongoing accountability and program follow through.			