

The Power of Referral Marketing

course leader

Vince Golder



**Managing Director
Goldnet Referral Marketing**

Background

Vince has had a successful career in marketing spanning 24 years, 3 years of which as a qualified training manager with a certificate from the Institute of IT Training.

Recognised by world class business leaders and marketing gurus as the top expert in referral marketing in the UK.



GOLDNET
REFERRAL MARKETING



Vince's clients have included; Insurance companies; Cornhill, Esure, Churchill, Norwich Union, plus IBM, ICL, Audatex, BMW, Ford, Porsche, Vauxhall, Citroen, Reg Vardy, Dixons, Bartercard, Marketing Guild, CD Bramall, Heckfield Place, Link-Connect, The Quantum Organization and many SMEs.

Author of book "***The Power of Referral Marketing***"

Expert advisor and speaker for TIMES on LINE, Sage Ltd. Fresh Business Thinking, Masterclass Sales and Dream-start Events

description

A choice of 3 workshop formats to meet your requirements and budget, which will show you 105 simple, easy and powerful ways to maximise the word of mouth business for your company at nil / min. cost. This course compliments any sales training and offers alternative ideas and strategies to gain warm referrals, sales and customers.

Workshop Formats (up to 20 delegates)

Half day - Excellent coverage with 2 exercises

Full day - Comprehensive coverage with 4 exercises

Workshop Programme - The most powerful, productive and successful training format ever devised. A one day full "***Boot Camp***" seminar, followed by 4 x 2 hour workshops, held over following 4 weeks or months.

Delegates follow a set programme with tasks to complete and targets to achieve, produces very high results.

Full support, training, monitoring and motivation provided throughout programme.

For more details of our consultancy and training support

call us direct on 01235 770791

or fax us on 01235 766701

visit our web site at www.a-t.co.uk

Email us at training@a-t.co.uk

referral marketing

who should attend

- Any business owners who are fully customer focused and are seeking to move up to their next level of growth
- All people involved in the sales, marketing, customer account and relationship process
- People needing to improve their positioning, lead generation, sales rates, profits and business growth

features

Outline Content

- What is the referral marketing model and how it can successfully work in your business
- Database marketing
- Marketing plan and budget
- Increasing your “Referral Branding”, status and market leadership
- Maximising reasons for people to do business with you and refer you
- Strategic customer care programme – the main source of long-term referrals
- Utilising CRM into a powerful customer communication and loyalty programme
- 105 simple, powerful strategies and ideas to gain maximum referral leads
- How to best use incentives to increase referral response

Aims, Benefits and Value

1. Delegates obtain many additional innovative, simple, powerful and proven lead generation ideas and strategies
 2. Increase delegate’s leads, customers, sales, profits, customer satisfaction & loyalty, long-term business growth
 3. Too greatly reduce delegate’s marketing costs, time spent on marketing and challenges from competition
 4. Too gain best positioning for negotiation
 5. Best practice on database and CRM programme, marketing plan and budget
 6. Over 26 ideas on how to maximise “Referral rating & brand”
 7. **Strategies:** 105 powerful ideas and referral strategies
 8. How to develop your customers into the “sales force” of your business
 9. How to get other businesses to enthusiastically sell your products and services
 10. How to develop a “Strategic Client Care Programme”, a “referral generating machine” for your business
 11. How to increase and justify the prices of your products and services
 12. Many powerful strategies to best use incentives for maximum response
- Plus many more.....

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training materials

- Printed course notes
- A digital copy of the “Power of Referral Marketing Book”
- Various useful digital templates for a referral marketing plan, strategic customer care programme, referral directory etc.

format

Tutorial presentation of ideas, concepts and techniques with full delegate participation. Using a combination of practical exercises, group work, business scenario role-play and case studies to identify how recognised best practice can be applied to improve business results.

testimonials

Brian Smith, who devised the very successful and famous AIRMILES incentive concept, MD of Escalator Marketing states:

“Vince Golder’s referral marketing model and seminar is one of the most exciting new marketing concepts I’ve seen for many years and it’s the next big marketing change that businesses will need to address. Very highly recommended...”

Mike Preston, Managing Director, Prisma Consulting Ltd: *I would like to thank you for the comprehensive and valuable seminar on Referral and Joint Venture Marketing. The subject is far broader than I realised and your experience and knowledge of the subject matter was most impressive. The opportunity from this methodology is huge, with all the associated benefits of time and cost saving along with a far greater response and conversion rates.*

Penny Power, Founder and Director -Ecademy Limited, one of the most successful on-line business communities today; *“Having built a global business based upon businesses working together to help each other, I was thrilled to come across and read Vince Golder’s book ‘The Power of Referral Marketing’.*

Never has there been a time in business history when the information provided in this book has been more important for professionals and businesses to absorb and act on. This subject is not to be ignored, gaining advocates and learning how to build a referred based business model is a must for the 21st Century business”.

Ian Stone, Business Development Manager, Help 3000 Ltd.

“Vince Golder has a compelling presence when he speaks about his passion of referral and joint venture marketing. It all makes common sense to refer good contacts to others in your sphere, but until you hear Vince put it into words, many of us don’t actually put it into practise. He should be on every Sales Director’s list for speaking at company meetings to motivate change.”

Ivan R. Misner, PhD., Founder of BNI, the world’s biggest business networking organization: *“Word-of-mouth marketing is the world’s most effective, yet least understood marketing strategy. There is a wealth of untapped, potential business that can be generated simply by implementing a successful referral marketing plan, and any business owner who feels clueless as to how to begin this process needs only to read The Power of Referral Marketing.*

Vince Golder’s advice is straightforward and easy to understand, and he offers business owners everywhere a simple, practical and proven model on which anybody can build a thriving and consistent referral based business. Highly Recommended.

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