



THE
COMPLETE GUIDE
to getting
MORE
PATIENT
REFERRALS



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REFERRALS RULE!

THE EASIEST PATIENT TO SELL IS A PREVIOUS PATIENT. THE SECOND EASIEST PATIENT TO SELL IS A REFERRAL FROM A PREVIOUS PATIENT.

1 SIX GOOD REASONS TO HAVE A REFERRAL PROGRAM

- A referral is basically a PRE-SOLD patient
- A referral is the EASIEST and FASTEST way to increase business
- A referral COSTS FAR LESS to acquire
- A referral is LESS PRICE RESISTANT
- A referral is MORE LIKELY TO REFER since someone referred them
- A referral is LESS LIKELY TO COMPLAIN

2 GETTING REFERRALS

The reason a patient refers another patient to you is **because they believe their friend or business associate will truly benefit from your product or service.** A thank you note or gift is a great way to show appreciation for a referral but it will not be the reason someone refers business to you.

Excellent service is the most influential factor in getting referrals. A referral program does not necessarily have to have an incentive attached to it to make it work, but it may make it a bit easier to ask for a referral.



3 MAKE IT EASY TO SAY "YES"

- If you are selling multiple items, position your best products as a "TOP SELLER," "TODAY'S SPECIAL," or "LIMITED TIME OFFER."
- When advertising, focus on only ONE OR TWO OFFERS or one offer per category. A confused mind NEVER buys.
- When in an in-person selling situation, offer only one, or at most, TWO SOLUTIONS to your patient's problem.
- When creating price points for packages, make one price an OBVIOUS CHOICE.



4 ASK, ASK, ASK FOR REFERRALS

Referrals are one of the best lead sources and you can get them at any time.

Ask for a referral when you don't make the sale. Perhaps you couldn't help this patient but they probably know someone you could help. It may even make your prospect feel better because although they didn't choose you or to move forward with your recommendations, they can still help you by offering you business.



"I understand this may not be the best solution for you personally, but perhaps you know someone else that may be in need of our services."

Most people don't like turning someone down. So, if they can help ease the pain in any way, they will.



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5 BEST TIME FOR A REFERRAL

The best time to get a referral is when people are basking in the glory of the service you provided. They are more willing to help you because you just helped them. It also helps them to justify their reason for choosing you in the first place.



If it is good enough for them, it will be good enough for their closest friends and family. Your patient will want to “brag” to their friends about what a great service they received from you and how your product/service might benefit them too.

6 KEEP ASKING FOR REFERRALS

Don't forget to ask for a referral after you have given terrific service. This could be pre-sale, post-sale or even during the sales process.

When you have done something above and beyond, people are truly grateful and more willing to help, especially since they know you took care of them.

7 WHAT MAKES A GREAT REFERRAL?

Make sure when asking for referrals that you know what makes a great referral for your practice. Instead of saying, “Do you know anyone that could use my service?” Rephrase it in a way that is MORE SPECIFIC.

As an example, you might ask, “We are looking for patients just like you who care about the quality of dental care they receive and the importance of having a highly trained team of dental professionals. Would you happen to know of anyone?”

With this information, your referee has more specific information, will go through their mental rolodex, and perhaps recall recent conversations where someone expressed concerns with their situation or current provider.





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8 GET REFERRALS IN UNOBTAINABLE PLACES

Another source of referrals besides your patients is other businesses that complement yours. Offer INCENTIVES to businesses for any referrals sent your way. For instance, if you own a general practice you could give your patients information on trusted resources you recommend and have those trusted resources reciprocate by doing the same for you.

Another source of referrals besides your patients would be to set up a fundraiser with a church or charity. Offer to donate a percentage of all proceeds obtained for the fundraiser. A great way to give back and also obtain new patients at the same time. This could also get you free publicity if orchestrated properly.





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ABOUT CREATIVEDGE MARKETING

Creativedge Marketing (CEM) is a full service marketing agency with a special focus in digital marketing. CEM has directly **managed over \$25 million in advertising spending**, utilizing virtually every marketing vehicle available.

They are experienced in designing and executing strategic marketing plans and systems with a **key strength in the ability to originate and implement change**. Creativedge Marketing has expertise in both offline and online marketing and has worked with both B2C and B2B organizations.

