

The Interview “Ask” Script



How to Ask a Referral Partner for an Interview

This simple little script has unlocked more doors for referral relationships than any other method, I've used. Use it over the phone, in person or in an email...it's easy. -Steve Gordon

“I think your perspective on _____ [topic] would be really helpful for my clients and prospects. Most all of them have issues with _____ [topic].

Would you be open to doing a short interview with me?

We'll have a conversation about _____ [topic], record it, and I'll send it to everyone in my database.

And I'll be sure to tell them how to get back in touch with you, so the ones who want immediate help can work with you. What do you say?”

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Promoter Selection Checklist

The 5 Essential Criteria for Choosing Promoters

What's a "promoter?" Really simple...a promoter is what you get when you properly train your referral partners the way I describe in my book [Unstoppable Referrals](#).

1. Are they friendly and open to working together?

Hey, this may seem obvious, but it's a BIG DEAL. I've run across too many referral partners who were all about their own gain. That just won't work...for you or for them. Better to be honest about it up front, and avoid the relationship altogether!

2. Are they selling to the same pool of people you are?

I've seen referral relationships strained because the people involved really liked each other, but never came across a prospect for the other person simply by virtue of the business each was in. Now, I HIGHLY ENCOURAGE YOU to think outside the box. One of the "unusual" promoters I had in the past was a copier sales person. He was in every office in town. Your referral kit and regular, quality, interviews give salespeople like this a great excuse to "drop in" on their prospects...and share you at the same time.

3. Do they have a list of prospects, partners and clients?

If they're not keeping a database (in Outlook®, Gmail®, CRM or somewhere) it'll be difficult to make the connection work for both of you.

4. Do they have some expertise your prospects and clients might find interesting?

Remember, you're going to turn each Promoter into a STAR to your contacts first. And your contacts (your audience, if you will) needs to get something out of the interaction...the Promoter has to bring something valuable for the audience...just like every act had to do on Carson's Tonight Show®.

5. Are they people you like?

I gave up doing business with people I didn't care for a long time ago. You should too. Life's too short not to work with who YOU want to work with.

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