

Upcoming Events

JULY

12th – Business Marketing and Social Media Strategies

27th – FPA Presentation
“Business Killers: Avoiding the 6 Mistakes that Can Destroy Your Client’s Business and Future”

AUGUST

24th – FPA Meeting

SEPTEMBER

6th - 9th – ASBDC Annual Conference
12th – SCES Annual Gala
19th – FPA National Conference

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3 Tactful Ways to Increase Client Referrals



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President

Looking for ways to generate client referrals? It’s a delicate balance with professional responsibilities and asking for the name of wealthy friends, relatives or business associates. As established relationships are often the first thought, using a few key methods will ease the approach.

Create opportunities to engage clients at value-added venues. This may include educational events such as “lunch and learn” seminars, attending business mixers where you can make introductions or hosting personalized information sessions with guest speakers on topics of client interest.

Refer sources which can address client needs. If you learn of specialized services such as elder care that may help clients with parents unable to care for themselves, prepare easy to use information with a personalized cover letter offering the timely information. You can close with a suggestion to have a client review meeting or question on who else could use assistance.

Share information frequently by writing articles or sharing published information and timely event topics which relate to your company’s mission or values. Reminding clients of your values and how you seek other people with similar values should be continuous communication.

Are you meeting your professional and work/life balance goals for 2011? Our team offers personalized coaching to help reduce stress, gain significant efficiency while enjoying better balance with your demanding schedule. . This 24 week customized program includes one hour weekly sessions with follow up assignments for serious minded professionals. Contact business@advisorbusinessolutions.com or call 562-439-4804 to schedule a 30 minute complimentary coaching/assessment appointment.