15 Ways to Get More Sales Referrals, Testimonials & Endorsements

Referrals, testimonials and endorsements have two things in common: 1. You only get them from satisfied customers. 2. You almost always have to ask for them.



1. Ask for referrals. Many of your customers will be delighted to refer you their contacts - it just never occurred to them.
2. Provide superior customer service so your clients want to share your product or service with their network - and know your will maintain your high level of service to them.
3. Give a referral - often the recipient will reciprocate.
4. Know when to ask for a testimonial or referral. Just as in any business interaction, there is a right time and a wrong time to ask your customer for support.
5. Give an incentive or commission for referrals.
6. Introducing two connections is a powerful way to build your influence and encourage loyalty. You may be asked to provide an introduction, or you may recognize the mutual benefit of two connections.
7. Asking for an introduction is similar yet not the same as asking for a referral. You are asking your connection to leverage their reputation and influence by recommending you to someone.
8. Ask for - and give - LinkedIn Recommendations. LinkedIn recommendations remain permanently on your profile, unless you take them down, and are an excellent tool to demonstrate your qualifications.
9. Give LinkedIn Skill Endorsements - a quick testimonial to your connection's expertise in a particular skill. Many people who receive endorsements will in return give endorsements back.
10. Some clients don't give referrals as a company policy; instead, ask for a testimonial or endorsement.
11. Do a special favor for a client. Don't ask for anything in return - but gratefully accept any referrals or testimonials.
12. Ask your customers for feedback and suggestions.
13. Thank clients for all referrals, and follow-up to let then know the outcome of their referral.

14. Add a referral form to the customer portal on your website.

15. Add a referral request to your newsletter.

I am the Ultimate Sales Assassin! I can teach you to Master Your Black Belt in Sales. The Sales Assassin is available on Amazon: https://www.amazon.com/Sales-Assassin-Master-Your-Black/dp/0996269304