

# PROFITABLE PRINT RELATIONSHIPS

---

## The Successful Print Sales Circle

### Worksheet 3: Incentive referrals

---

**Note:** in order to make this as clear as possible I have used the following terms in this worksheet (apart from in the example script):

- Client: this is someone you are already working with. You want them to refer you new customers
- Customer: this is someone with whom you have not previously worked with. You want your clients to refer them to you

#### Step 1: Decide whom to market to

Incentive referrals are not for everyone. They are designed for those clients with whom you do not have such a close relationship. They work best with smaller businesses where someone who will act on your offer is more likely to be unpacking a delivery.

Here are some of the businesses where this strategy can be effective:

- Single-site retail
- Independent e-commerce
- Independent home delivery
- Craft or photography businesses
- Restaurants, cafés and take-aways

Here are some of the businesses to avoid:

- Customers whom you could ask for a referral personally (unless they have staff who can be incentivised separately this way)
- Customers who have the potential to be one where you could ask for a referral personally
- Resellers where you deliver directly to your customer's customer
- Customers with warehouse deliveries or multiple-drop deliveries
- Organisations which have a no gift policy

**Important:** keep your personal referrals and your incentive referrals separate. A personal referral is likely to be more valuable and is less likely to happen if you offer an incentive along these lines.

Decide how you will identify the right client and make sure your packing team know when to include an incentive referral leaflet.

### **Write down the answers to these questions**

What type of clients will you target?

What type of clients will you avoid?

How will you identify the right type of customer?

How will you notify the packing team?

## **Step 2: Decide your offer**

There are three types of offer to consider. They should be offered to your client AND to the customers they introduce. After all, you should incentivise the new customers as well. However, you can choose to make a different offer for client and customer. For instance, you could offer a client an Amazon voucher when they introduce a new customer who places an order with you. And the new customer will receive 10% off their first order. Here are the offers:

### *1. Gift*

Offer your client a gift, such as a voucher or some luxury food, in exchange for introducing a new customer who places an order. This is potentially the most valuable for many people. It works well in businesses where staff other than the person who placed the order may be unpacking the print. However, it is more costly to you as you will have to pay the full price for the gift (although, if you are using local businesses, you should negotiate for buying in bulk) as opposed to the manufacturing price for a print-related incentive.

### *2. Order reduction*

Offer your client a percentage reduction on their next job. This is straightforward to implement. It also has the advantage of it being worth more to the client than it costs you. In other words, what

they would pay is more than the cost of manufacture for you. Do consider placing a maximum job value on the reduction.

### 3. *Extra print item*

You may also wish to offer a fixed item that is easy for you to manufacture, such as leaflets or a roller banner. Compared to option 2, this has the advantage of limiting the cost of acquiring a new client. However, it also means that the client has to want the item you are offering. You can also add the proviso that this item is delivered with their next order.

In all cases you should consider that your client only receives this offer when the new customer they introduce places an order with you with a minimum value. You may also want to put a date limit on the offer to encourage clients to take action quickly.

### **Write down the answers to these questions**

What offer will you make to existing clients who introduce new business?

What offer will you make to new customers?

Does a minimum order value apply?

Is there a date limit on the offer?

## **Step 3: Create a tracking system**

It is important to track incentive referrals. This allows you to measure success and make sure that you do not reward two clients for introducing the same client! At the bottom of this worksheet is a spreadsheet you can use to do this.

Here are some tips on filling it in:

- Name of customer introduced: always use the organisation name, otherwise two different people from the same organisation may receive an incentive

- Customer qualified: before marking this column yes, check that the new customer is not already a client of yours and that no-one else has introduced them on the spreadsheet. You may also wish to check that the new customer is in the right sector. We cover this below.
- Order value and annual value: use this to check that the value of your gifts is appropriate to the business that you are winning. You may not know the annual value of the new customer but it is worth thinking about this as well
- Incentive applied: use these to make sure that you have applied the incentive (I recommend using the invoice date) and that you do not apply an incentive more than once

## **Step 4: Design your leaflet**

Have another look at the previous referral worksheet. A key thing to remember is the type of new customer you want. You should always give clients direction on the sort of client you are looking for. You can also make giving an incentive dependent on them introducing you to the right type of new customer.

Here's a sample script you can use on the leaflet:

*Would you like a £?? Voucher from [LOCAL BUSINESS NAME]?*

*Dear FNAME,*

*We are looking for new customers in the retail sector*

*Can you help us find more clients? We want to engage with organisations that; [GIVE MORE DETAILS E.G.]*

- *Are based in area*
- *Have between one and three stores*
- *Run regular promotions*

*If you can make an introduction, we'll reward you*

*If you can introduce us to a new customer like this and they place an order with us, we will give you [OFFER E.G.] a £?? voucher from [LOCAL BUSINESS NAME]*

*And there's more*

*To encourage your contact to work with us we will give them [OFFER E.G.] 10% off your next job with us (up to a maximum value of £???)*

*There's no limit to the amount of times you can claim this voucher!*

*All we ask is that your contact has never worked with us before and that all introductions are made before [DATE]. We will issue your voucher as soon as your contact has paid for their first job.*

*So please make your introductions to us at [CONTACT DETAILS]. We are looking forward to sending you those vouchers!*

## Step 5: Trial different offers

Once you have sent this offer out to a good number of people (at least 50 and ideally 100) try changing the offer. You may attract people who ignored your first offer. For instance, some clients may prefer a voucher for personal use compared to money off their next print bill.

Compare the success rate of the two promotions. It will tell you which type works better. You can then see if tweaking the best promotion creates even better results.

## Step 6: Use different channels

This sales task has been focussed on creating a leaflet to send out with deliveries. But you could also run this as:

- An e-mail campaign to people on your mailing list
- An offer on social media
- An offer at a networking event

Campaigns to people who are not clients will usually work better with a gift offer rather than a print offer.

## Step 7: Share your success!

Make sure you fill in the table below at the end of the worksheet. As You may prefer to make a copy of it or create a spreadsheet. Remember, it is important to complete this: it is your way to check that you are on track with this exercise and are taking action.

As the success of this exercise depends on contacting a lot of clients, I have not asked you to note down every client you sent a leaflet or e-mail to. Instead, simply note the total number of clients you contacted and then the details of introductions you received.

The metrics for this activity will vary according to the type of new customer you are targeting and the type of incentive that you are offering. I have tasked you with designing the offer and sending it to at least 50 clients. This should result in ten introductions as long as you are not being too demanding in the type of customer you want. You will probably need to follow these introductions up personally. Aim to have five worthwhile calls and win one new customer.

Depending on the incentive and the type of customer you want, you may well exceed this target.

How did you find this exercise? Please share your results with us at [circle@ProfitablePrintRelationships.com](mailto:circle@ProfitablePrintRelationships.com) If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.

Number of offers made:					
	Name of referrer	Name(s) of prospects	Contact made	Result	
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					