

Referral Cards



Introduction

Traditional business cards are usually little more than contact cards: they display office and mobile telephone numbers, email addresses, office addresses and so on. This is obviously important information but if that's all it holds we could be wasting a brilliant opportunity.

Even in today's LinkedIn dominated world people still swap and keep business cards but often we collect so many we forget what the person, and the company, who sit behind the contact details. What do they do? Why are they different? When should I use them? Are they any good?

Supposing we answered all those questions on the card itself?

Well, that's what a referral card is – it's a sort of a mini-brochure and perhaps the most valuable piece of marketing collateral we can have at our disposal. They are especially good at improving the number of referrals people get because they don't have to remember all the relevant information - it's all on the card!

Referral Card Format

As you can see from the example shown on the next page, it's a double sized business card but when folded in two it becomes the same size as a normal business card but it carries twice the amount of information.

There are many formats of referral card and although I'm going to present the component parts of the most popular one you can print what you like. The thing to bear in mind at all times is "supposing somebody who didn't know me or my company got their hands on my card – what would I like them to know about me?"

Even though they are more popular these days' people still tend to read mine, inside and out, when I hand it over at the start of an meeting or a conversation at an event. As an added bonus people invariably stand them up so they're constantly reminded of what you do and why you do it.

So let's take a look at mine and see what you think.

<p>What Our Clients Say About Us</p> <p>Mike has revolutionised the way our firm wins and cares for its clients. If you want somebody who is innovative, results focused with a massive range and depth of BD knowledge then Mike's your man.</p> <p>Tim Asprell, Managing Partner, DMH Standard LLP</p> <p>I started out wondering if Mike could truly make a difference to our business development activity but he proved me wrong. His enthusiasm and ideas have resulted in a realisation and really changed the way we do things.</p> <p>Colin Flanagan, Chairman, Fleet Carwith LLP</p> <p>Mike's enthusiasm, approach and extensive business development knowledge enabled us to be more organised and proactive in the way we win and look after our clients.</p> <p>Mike Ward, Senior Partner, Gately LLP</p>	<p>7 Reasons we should talk. Would you like to...</p> <ol style="list-style-type: none"> 1. Win more of the right new clients 2. Convert more of your prospects into clients in less time 3. Step up your cross selling to release additional revenues 4. Differentiate you-selves from your competitors 5. Reduce your marketing budget 6. Have access to better ED management information 7. Take control of how your business grows
 <p>FLAIR business growth consultancy</p> <p>Mike Ames Business Growth Consultant</p> <p>07879 818 371 mike.ames@flair.co.uk</p> <p>Queen Anne House, 131 High Street, Coleshill, Warwickshire B46 3BP T: 01564 627 050 F: 01564- 627 151 W: www.flair.co.uk</p>	<p>What We Do</p> <p>All businesses have a revenue factory with two production lines: one that turns contacts into clients and a second that makes money from those clients. What we do is use the latest proven sales tools, techniques and technologies to help our clients build an efficient state-of-the-art revenue factory in one of three ways depending upon their urgency, resources and budget.</p> <ul style="list-style-type: none"> • Consultancy: an on-site, in person and dedicated option for a rapid and bespoke solution. • Growth Programme: be part of a small non-conflicting group on our 12 month growth programme. • Online: all the same material and resources but on a budget and without leaving the office. <p>You can be in control of how your business grows</p>

- **Contact details (bottom left):** the sort of information you would include on a typical business card such as your name, title, telephone numbers, email address, office address and, in my case, a photograph. I know some people are against putting their photo on their business cards (cheesy, I'm not photogenic etc.) but I'm all in favour of it. Couple the rise of social media, where photographs are de facto, with the accepted belief that visual recognition helps in relationship building and you have a compelling argument. But you must decide what's best for you and yours.
- **Triggers (top right):** these should explain to the reader the challenges that you can help them to overcome or, put another way, the reasons they need you. Keep it simple though – avoid chapter and verse and make it as punchy as you can.
- **What you do (bottom right):** again keep it simple. The example you see here is bordering on being too long I'm afraid to say. Just aim to get across a high level range of things that you do (your capability) in as a few words as you can.
- **Testimonials (top left):** this would normally be on the back page although it can easily swap places with the "what you do" page. This is simply meant to gain you credibility by listing out named individuals who've got something nice to say about you. Very important.
- **Ideal Client Profile (alternative to Testimonials):** if you either can't get a testimonial or you think it's inappropriate to use them you can replace them with your headline ideal client profile. This makes referrals easier because both the referrer and referee can see the match.

Essentially the message is “if you satisfy these criteria and you have the triggers we listed inside we should probably talk”.

Summary

Even if you decide to use a traditional business card for when you first meet somebody I would still suggest you make use of referral cards as well. They’re extremely useful at events and to hand out to intermediaries or happy clients who you want to promote your offering to their contacts.

If you still need convincing why not get out the collection of business cards that you’ve been given over the years and try to recall who each person was, what they did and what they looked like. If that doesn’t swing you towards having some referral cards printed up I don’t know what will.