



**Profitable
Sales Growth
Strategies**

Outbound Excellence
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**Referrals Provide The Greatest Return
For Your Recruiting Investment Dollar**

1. Referral Programs, When Developed And Implemented Effectively, Consistently Result In Attracting And Retaining Sales Candidates That Produce The Greatest Return For Your Recruiting Investment Dollar.

2. Referrals Are The Most Dependable, Demonstrate The Best Work Ethic And Achieve Quicker “Speed To Profitability”

**3 Benefits Of
Effective Referral Programs**

1. When An Employee Refers A Sales Candidate To An Organization, The Referral Is A Reflection Of The Employee That Referred The Candidate

**Therefore, Good Outbound Sales Representatives
Will Be Selective In The Candidates They Refer**

2. Referrals Usually Have A Better Understanding of the Organization's Strengths & Weaknesses

So They Have More Realistic Expectations Of The Benefits, Challenges & Potential Rewards

3. Sales Representatives That Refer Candidates Have A Vested Interest In Their Referrals ...

So They Have A Tendency To Mentor Their Referrals In Understanding "Key" Developmental Areas:

- **Who To Contact**
- **Generating Quotes**
- **Processing Orders**
- **Handling Customer Requests**
- **Providing Assistance In Ramping Up Their Product Knowledge As Well As Their Selling Skills**