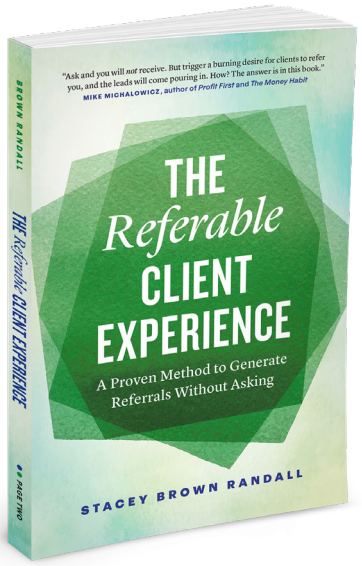
THE *Referable* CLIENT EXPERIENCE

A Proven Method to Generate Referrals Without Asking

STACEY BROWN RANDALL



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A repeatable and proven way to cultivate referrals—the life blood of your small business

In *The Referable Client Experience*, author Stacey Brown Randall teaches you how to create an intentional client experience that generates the referrals you deserve. As a coach and consultant, Brown Randall has successfully shown business owners how to cultivate reliable, consistent referrals. Now, she brings her proven method to you.

You do great work and are valuable to your clients. So why don't they refer you? A hard truth: Doing great work does not equate to referrals. To receive referrals from clients you must build a client experience worthy of referrals, then bridge the gap to generate referrals by implementing specific tactics within your client experience.

A client experience is more than just doing great work—it's how a client feels while working with you, not just the outcome they receive.

Since emotions play a major role in your client experience, you must understand how the stages within the client experience fit with the client experience formula, then break them down into standardized elements so they become repeatable. Brown Randall walks you through understanding each phase of your client experience from the new phase through the alumni phase. Armed with this knowledge, you'll be able to pinpoint where you can use hot zones to generate referrals.

STACEY BROWN RANDALL is on a mission to keep business owners from business failure. Through her one-on-one and group programs, she teaches business owners how to generate referrals naturally—without manipulating, incentivizing, or even asking. A national speaker and the host of the *Roadmap to Referrals* podcast, she has been featured in national publications like *Entrepreneur* magazine, *Investor's Business Daily*, *Forbes*, and more. She is the multiple-award-winning author of *Generating Business Referrals Without Asking* and coauthor with LuAnn Nigara of *A Well-Designed Business—The Power Talk Friday Experts*.

StaceyBrownRandall.com

"Ask and you will not receive. But trigger a burning desire for clients to refer you, and the leads will come pouring in. How? The answer is in Stacey's book."

MIKE MICHALOWICZ author of *Profit First* and *The Money Habit*