**Referral Partnerships**

By Jim Armstrong

**“Crush The Competition”**



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**Introduction**

NOTE: This manual is a supplement to the video training in the FSS member’s site. If you haven’t watched the video training on Referral Partnerships please do that before reading this manual.

A referral partnership means to align yourself with other businesses in order to generate referrals. There are lots of ways to set up these relationships. This program will give you a proven, step-by-step system for creating partnerships.

**Several things to keep in mind when setting up referral partnerships:**

1. The primary goal is to get them to send you referrals. If that’s all they do, that’s great. And it’s super profitable because your only marketing costs are what you spend to maintain the relationship. (Monthly Neighborhood Advisor newsletter, “bribe” gifts.)
2. The secondary goal is to do referral partnership marketing, where you promote each others businesses via social media, direct mail, email, etc. Not all of them will be willing to do this. That’s okay. Take it when you can get it.
3. Some referral partners will send you a client a month, some a client per year. It doesn’t matter. The marketing costs are so miniscule that even a 1-referral-per-year referral partner is worth having.

Referral partnerships have the power to add six or seven figures to your annual revenue, and even turn around a failing business.

 **All marketing pieces can be found in the member’s only website.**

**Building Oil Wells**

 I have made hundreds of thousands of dollars through referral partnerships in my various small businesses. The most powerful thing about referral partnership relationships is that you do the work of setting them up ONE TIME, then you reap the profits for years to come. All you have to do is maintain the relationship. This is the essence of building oil wells in your business. Most small businesses spend their time, energy and money trying to acquire oil cans (single transactions). Referral partnerships are all about building oil wells.

 There is simply no better way to get business than through repeat and referred clients, and referral partnerships send you a steady stream of referrals at very low (or zero) cost. But it’s important that you take the long view. Building referral partnership relationships takes time. In comparison, it’s far easier to run a Google ad than it is to build a relationship. But the rewards of a referral partnership relationship are much, much bigger.

 But don’t get me wrong. By having an ON PURPOSE, step-by-step strategy for building referral partnerships, it’s possible to do it very quickly. I owned a carpet cleaning business, and by using the strategies in this program I developed over a dozen referral partnership relationships in 90 days. Eight of the eleven local flooring dealers and furniture stores referred my company, along with Realtors, interior decorators, dry cleaners and contractors. Lots of oil wells.

 You can do the same. This manual contains the exact strategies FSS members have used over and over again to build extremely profitable referral partnership relationships.

**The 3-Step System For Creating Referral Partnerships**

**Establish the relationship**

**Step 1:** Send the dollar bill letter. This is a letter with a dollar bill stapled to the top which introduces your company to the potential referral partner.

**Step 2:** Follow up the letter 3-5 days later with a phone call. The one-and-only purpose of the phone call is to set up a meeting between you and the business owner. Don’t make any kind of referral partnership proposal during this call.

**Step 3:** Meet with them in person. This is your opportunity to get to know each other and to see if you have an ability to work together.

**Maintain the relationship**

After your meeting, follow these strategies for maintaining and strengthening the relationship.

* Subscribe them to the Neighborhood Advisor monthly newsletter. This way they are hearing from you regularly. In most cases I recommend subscribing all their employees, as well.
* Give them periodic “bribes.” Bring them pastries or cookies to their office, pizza, Chinese food, Starbucks coffee, etc. How often they get the bribes—and how large of a bribe—is directly proportional to how much business they send you. For the businesses who are sending you a steady stream of clients, take something to them every month. Others might only get something at Christmas. It all depends. Remember: it’s a relationship.
* Meet periodically with the business owner for lunch or coffee to maintain the relationship. How often depends upon the profitability of the relationship, how willing they are to work with you, their character, how they treat your clients, etc.
* As time goes by, you might choose to propose various joint marketing strategies. (Social media, mail, email, client appreciation events, etc.)

**Referral partnership “Massive Action”**

Instead of picking one business at a time, pick 5-10 businesses you think you would like to partner with.

Call each of the businesses and get the name of the owner. Then send the Dollar Bill Letter as a stealth mailer. (A stealth mailer is an envelope with a hand-written address and return address, and real, live postage stamps. Not metered mail. It’s meant to look like a personal letter. People rarely throw these out without opening them. Another option is to Fed Ex the letters.)

Follow up 3-5 days later with a phone call. Set up a meeting.

**Business Categories For Referral Partners**

Interior designers/decorators

Remodeling contractors

Realtors

House cleaning companies

Carpet cleaners

Insurance agents

Furniture stores

Cabinet shops

Window coverings

Paint stores

Appliance stores

Janitorial companies

Landscape maintenance

Plumbers

Pest control

Veterinarians

Pet shops

Gift shops

Welcome Wagon types of businesses

Gift basket shops

Restaurants

Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Dollar Bill Letter**

Next is an intro letter to introduce you to the potential referral partnership partner. Send it as a stealth mailer in a 9 x 12 manila envelope, or Fed Ex it. Include client testimonials.

NOTE: A downloadable Word file of this letter is available on the member’s site.

# Real $1 Bill Stapled Here

# How You Can Generate Extra Profits And Give A Valuable Free Gift To your Clients



Dear <<Name>>,

As you can see, I have attached a nice, crisp $1.00 bill to the top of this letter. Why have I done this? Actually for 3 reasons:

1. I have something very important to tell you and I needed a powerful way to catch your attention.
2. I have an idea that will make a lot of money for both of us, so I thought the dollar bill was appropriate.
3. I want you to make money from my idea immediately, so here’s your first dollar!

Hi! My name is Jim Armstrong, owner of Jimbo’s Floors in Yuba City. I specialize in dazzling my clients with the most outstanding floor covering service ever, and the most POWERFUL guarantee in the flooring business (more about that in a minute). I am looking for ways to expand my business and I’ve come up with a way we both can profit.

**I need your help…**

I’m sorry to admit this, but many flooring dealers and installers out there are less than ethical. I have lost count of the clients who have come to my store with horror stories of shoddy workmanship, missed appointments, bait-and-switch sales tactics, warranties that are not honored, etc., etc., etc.

You, your family, your staff, or some of your clients may have had similar experiences with flooring dealers. I never, ever use any of these unethical practices on my clients. My goal has always been to turn floor covering “nightmares” into a dream come true for my clients who have had bad experiences in the past. That’s why I need your help.

**Here’s my idea…**

**You’ll be able to give all your clients a free gift**. This gift is from you. It is a gift certificate for $250 to Jimbo’s Floors. This gift certificate is good for any purchase over $2,500. If the purchase is between $1,000- $2,499, they will get dinner for two at The City Café. Under $1,000 and they’ll get passes to the Movies-8 Cinema.

I will have these gift certificates printed up at no cost to you, and they will be personalized with YOUR business name. (See enclosed sample.)

Your clients are going to love you for giving them a valuable free gift! This alone will create more business for you by making your clients so happy that they refer other business to you.

**I make you look like a “Knight In Shining Armor” for referring Jimbo’s Floors!** From the minute a client steps through the door and is offered a refreshing drink from our beverage menu, until after the floor is installed and they receive a personalized gift package from us, YOUR CLIENTS are treated like royalty! And we don’t leave it to chance! We have invested thousands of dollars implementing our “World Class Installation System” to insure that your clients are not only treated like Royalty, but are kept updated throughout the process. They will LOVE YOU for referring us!

**I would like to meet with you at your earliest convenience so I can share with you some of the systems and strategies that I use to provide outstanding service, and find out if there is a synergy between the two of us, and an ability for us to work together.**

**Naturally you want to know more about**

**Jim Armstrong and Jimbo’s Floors, so here goes…**

Jimbo’s Floors has been in business since 1989. We provide high-quality flooring and installation of all kinds: carpeting, hardwood, laminate, LVT, tile, etc. Our clients rave about our service, which you can see for yourself in the attached testimonials (back page).

**Your Clients Are Protected By My Written**

**100% Iron-Clad, Triple Guarantee!**

This is the written guarantee your clients will receive:

**Guarantee #1: Zero Regrets Guarantee**.

Here’s how the “Zero Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too…I guarantee it!

**Guarantee #2 Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at Jimbo’s Floors. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

**Guarantee #3 Installer Professionalism Guarantee**

Jimbo’s Floorsinstallers are neat, clean, well-groomed, well-spoken and professional. They are trained and qualified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall guards and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

**“I’m Interested, Jim. What Happens Next?”**

I will phone you next week to schedule a time for us to meet. If next week doesn’t work, please have your assistant contact me at 530-790-7900 or email me at Jim@JimbosFloors.com and we can schedule a different time.

Sincerely,

Jim Armstrong

Owner, Jimbo’s Floors

**P.S.** If you have questions about my services please feel free to call me anytime. 530-790-7900

P.P.S. See what your neighbors are saying about Jimbo’s Floors. (Next page)

**What Your Neighbors Are Saying About
Jimbo’s Floors**

TESTIMONIALS

**Ph: 530-790-7900 • JimbosFloors.com • 897 Park Ave., Yuba City, CA 95991**

Business Logo

Sample gift certificate to be included with the Dollar Bill Letter. The template can be downloaded from the member’s site.



**Follow up call**

Below is a script to model when you call them 3-5 days after sending the letter.

Hi John,

This is Jim Armstrong of Jimbo’s Floors. A few days ago I sent you a letter with a dollar bill stapled to the top. Did you get it?

The reason I’m calling is I’m interested in exploring the possibility of developing a business relationship. Id like to sit down with you to have a cup of coffee, find out what your goals are and share with you my goals and see if there is a synergy between us and an ability to work together, and whether we would be a good fit. When would be a good time to meet?

**Confirmation Email**

Below is a confirmation email to send out the day before your meeting.

**Subject Line:** Meeting confirmation

 Hi Connie,

 I enjoyed talking with you the other day. I am looking forward to meeting with you and learning about your business.

**Meeting time and place:** March 29th at 9:00 A.M. at Starbuck’s on Colusa Ave.

 See you then!

 Jim Armstrong

**Conclusion**

**How to add hundreds of thousands of dollars in revenue with extremely low marketing costs**

Now it’s time to get started developing new referral partners for your business. Creating partnerships takes some time and effort, but the relationships will generate ongoing revenue for your business for years to come.

Polls of our FSS members have shown that referral relationships generate an average of $25,000 to $35,000 per year. It doesn’t take many relationships to dramatically increase your revenue. Check it out:

10 relationships = $250,000 to $350,000

20 relationships = $500,000 to $700,000

40 relationships = $1M+

**Next steps**

Pick 3-5 local businesses you’d like to partner with and follow the instructions outlined in this manual:

1. Send the dollar bill letter.
2. Make the follow up phone call to schedule a meeting.
3. Meet for coffee or lunch to establish the relationship.

Drop me a line at Support@FlooringSuccessSystems.com and let me know how it’s going!

Your Partner In Greater Success,

Jim Armstrong