

Referral Program Ideas

One of the best ways to comfortably ask for customer referrals is to implement a simple, yet formal referral program for your insurance agency. Having a referral program allows you to invite your customers to participate, rather than simply putting them on the spot to provide you with names. By inviting your customers to participate in the program it changes the feel of what you're asking for by making it fun and removing the pressure that can sometimes be off putting.

Here are a few things to keep in mind when implementing your referral program:

- Be sure to make all of your customer aware that you have a program. What good is any program if you don't talk about it? The Customer Insurance Review Meeting is the perfect opportunity to explain how it works.
- Be sensitive to the local regulations of your state insurance department.*

To help you get started, we've included a few ideas for you to consider:

Coffee Mug & \$5 Starbucks Gift Card

For less than \$10 you can show your appreciation by sending a coffee mug and a \$5 Starbucks gift card to anyone who provides you with a referral. Make it fun. Consider getting custom mugs produced that have your agency name and logo so that you can keep building the value with your customer one cup-of-coffee at a time.

Pass-along Business Cards

Make it even easier for your customer to pass your name along to a friend by printing business cards that have 2 blank lines on the back. The first blank line is for your customer to write their name and then pass it to a friend. The second blank line is for their referral to put their name and contact information. Have a reward for both your customer as well as the referral when the card is turned into your office.

Monthly Drawing

Raise the level of reward by holding a drawing for all referrals that are submitted within a given month. Make it a compelling prize, like a TV or tablet – something that is exciting enough for all your customers to want to participate. Have fun with how you pick your winner by filming the drawing and posting it to your agencies website and social media pages.

Regardless of what type of referral program you choose for your agency, the important thing will be to just have something in place so that asking for referrals becomes a comfortable part of interacting with your customers. Effectively implementing and promoting your referral program will create a lead engine of potential customers that will be more profitable and have a higher close rate than any other type of lead in the marketplace.

* Many states do not allow "rebates" to be paid to a policy holder for helping to find you new business. The best way to avoid this conflict of interest is to provide a reward based on your customer referring a name, not based on whether that name purchases insurance from you. Please contact your state insurance department if you are unsure.