

# MFS® Smart Referral Process



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## How to get more clients like your best clients

Growing your business is paramount to long-term success, and the art of the referral is more important than ever. These simple yet effective strategies will help you leverage your best relationships to expand your business with like-minded clients.

Why is this the case? Think of which is more valuable, a referral or a personal introduction or recommendation? A review on a website is helpful, but aren't you more likely to use a product or service that is endorsed by a family member or friend? The same holds true for financial advice.

Here are four essential facts to keep in mind about high-net-worth clients:

1  
FACT

They are generally acquired through personal introduction or personal recommendation.

2  
FACT

They generally interact with people in the same niche.

3  
FACT

They are potentially excellent centers of influence.

4  
FACT

They often welcome the opportunity to be part of your success.



To learn more about the MFS Smart Marketing Program or other business-building resources, call your MFS sales team at 1-800-343-2829 or visit [mfs.com](https://mfs.com).

## MFS® Smart Referral Process

### Where to begin? Just ask

When you focus your niche marketing plan around your best clients, your success will depend on the wording of your questions and statements. For example, follow the sequence of these questions:

**Financial professional (FP):** You are one of my best clients. Would you have a few minutes to offer me some help or advice?

**Client:** Sure.

**Financial professional (FP):** I would like to expand my practice with more (insert niche market) just like you. Do you think that is a good idea?

#### TALKING POINTS

## 1 SCENARIO

**Client:** I think it's a great idea.

**FP:** If you were me, how would you go about it?

**Client:** I'm not really sure.

**FP:** Beside yourself, who are the two or three most successful business people in your (niche market)?

**Client:** (Gives you some names)

**FP:** Should I be calling on them?

**Client:** Probably.

**FP:** What would be the best way to reach them? Can I ask you for an introduction to them?

Either right out of the gate or with deeper probing, you can have your best clients providing you with the right kind of leads.

## 2 SCENARIO

**Client:** I think it's a great idea.

**FP:** I've recently been using LinkedIn to find professionals in [insert niche market] that I'd like to work with and noticed you were connected with these (show names) four people. Do you think they would be a good fit?

**Client:** I don't know [person A or C] but I think [person B and D] would.

**FP:** What would be the best way to reach them? Can I ask you for an introduction to them?

## 3 SCENARIO

**Client:** Probably not a good idea.

**FP:** May I ask why?

**Client:** (The most common answer will probably be, "They already have an advisor.")

**FP:** All of my best clients, including you, had advisors when I first met them. However, they found that my team and I provide a level of investment experience and personal service they had not experienced before. With that in mind, do you think you might be doing them a favor?

**Client:** Yes, you probably should contact them.

**FP:** If you were me, how would you go about meeting them?

## MFS® Smart Referral Process

### What's next? Targeting a specific center of influence

Another technique would be to find out if your client could be a significant center of influence.

### Questions you may want to ask yourself

- What business or trade organization(s) does my client belong to?
- Is it a niche market that I would enjoy working in?
- Are there trade publications that I should subscribe to that could help me understand my client's world better?
- How many niche markets can I focus on and still be effective?

### Where do you go from here? Next steps

Niche markets will allow you to grow your business while keeping it focused. You need to build as much knowledge as you can about the niche you choose. Get started with these three steps.

#### NEXT STEPS

## 1 STEP

Ask your client for advice on building knowledge about that niche.

## 2 STEP

Google "trade associations" (there are over 90,000 in the United States alone); just looking at the possibilities may spark some marketing ideas.

## 3 STEP

Visit [thetradeshowcalendar.com](http://thetradeshowcalendar.com). This online directory offers access to thousands of exposition websites, listing major trade show events in the United States. (Trade shows often allow financial professionals to rent booths.) You can find out where clients' trade shows will be. You might also accompany a client to a trade show to get a sense of their working world.

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