

The Triple Win Trifecta of Referrals:

Why Referrals Are Critical to Your Success in Life & Business

By Kelli Richards



Secret Formula to Referrals: The Know, Like & Trust Factors

It's no secret that in life (and in business), referrals make our worlds go round. In the fast-paced, complex environment we operate in these days, we simply don't have the bandwidth or the time to thoroughly vet and do diligence when we have a need for a given resource, to complete certain tasks, or someone we can delegate to. People invite others to join groups (social or professional), to perform certain tasks (dentists, surgeons, realtors, housekeepers, accountants, lawyers, administrative support, contractors, hair stylists, et al), or to hire them as employees or partners (in business) based on who they feel good about – and often largely based on word-of-mouth from those who they trust.

For example, I've had the same core team around me for many years – my trusted roundtable of advisors – including my lawyer, accountant, wealth manager, doctor (GP), chiropractor and dentist. They each came to me via referral, except for my wealth manager who I went to high school with and have known for decades accordingly. I'm guessing that it's similar with you.

Simply put, people do business with people who they know, like and trust. The "know" is your brand, image, achievements, presence in the world – how you show up, how you stand out, whether you're reliable and operate from integrity, whether you are impeccable with your word, are authentic, and live congruently with your values. The "like" is the rapport you establish with others in relationship, how you engage with them, whether or not you're a team player, how kind and fair you are to those you interact with, your generosity, how others feel when they're around you, and how you make them feel about themselves. And the "trust" is about things like you protecting confidentialities, having people's backs, honor what benefits others as well as yourself, whether you're honest and integral in your dealings, and whether you are someone who can be counted on to do what they say they will do (reliable).

When all these things are in place, people will want to refer you to as a resource to others for all kinds of opportunities. And likewise, we seek referrals to those kinds of individuals from those who we already know, like, and trust. We don't often talk about it, but this is how we operate in the world; it's how we make decisions large and small across the board every day.

Everyone Involved Benefits (the Triple Win effect)

When you make a referral to someone (or they of you), everyone wins. You win because you provided a valuable resource to someone who trusts you and your judgment to address a challenge they have or to solve a problem for them. The person you referred wins because they now have an opportunity they otherwise might not have been presented with. And the person on the receiving end of the referral gets connected with an individual introduced to them by someone they trust – so they're more likely to make time to speak, meet with, and hire or extend an invite to that individual than they otherwise might have been. Make sense?

Referrals as a Matter of Routine

Most people make referrals opportunistically as a situation arises or someone makes a request of them. But how do you think your world would shift if you proactively went out of your way to making referrals between individuals when you see an opportunity to do so? And to sing the praises of individuals who have done well by and for you. What if you mindfully decided to look for ways to add value to others by making key introductions to help make their lives easier, or to provide them with opportunities they otherwise might now have access to? As a connector, I do this as a matter of course day in and day out, and I can tell you it makes a difference for everyone involved. It's not always a transactional impact; just as often it's a relational one. It's not always easy to put a price on facilitating relationships – but rest assured it's a ripple effect.

Give it a try yourself; I'd love to hear your stories and some of the outcomes you experience.

Last but not least, if this topic resonates with you and you want to learn more about the whys, hows, & the many benefits of referrals – I highly recommend you read the book "Million Dollar Referrals" by my long-time mentor, Alan Weiss. It's a deep-dive manual reinforcing all of this.

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