

Referral Process Diagnostic

v 1.0



Below are a series of questions designed to help you identify the current performance of your referral process. Please assess the performance of your process on the following 15 question. The Likert scale used to measure each factor ranges from -5 which indicates the performance is "very poor", 0

Name: _____

Date: _____

15 Questions - How would you rate the following about your referral process		-5 to +5 scale	
1	How ambitious are you for referrals?		
2	How well have you defined your target customer?		
3	The quality of my proof of capability (white papers, videos, testimonials)		
4	The quality of the list of my "influencers" is		
5	The quality of the list of my potential referrers is		
6	The quality and success of my "ask for referral" script is		
7	The quality of the profile my referral can use is		
8	The amount of referrals I give to my customers is		
9	The amount of referrals I give my influencers is		
10	The "thank you" system I have for referrers is		
11	The clarity of my marketing niche is		
12	My average level of customer satisfaction is		
13	My current growth performance in my business is		
14	My setting and measurement of my referral goals is		
15	The quality of my referral "one page plan" is		

Score	
0	

Poor referral process	<10
Average referral process	11-40
Good referral process	41-60
Exceptional referral process	61-80