



# 14

## REASONS

PEOPLE DON'T GIVE REFERRALS

- They don't want to be seen as a 'sales-type' person.
- They are an overly-cautious type. Their motto is, "if in doubt, I don't stick my neck out."
- They feel they are risking their sales if you mess up.
- They don't like you.
- They don't understand your business well enough to see who could be a good referral.
- They don't have a good understanding of the value you provide customers nor have solid success stories to share.
- This leaves the potential referrer without the conviction needed for a good referral.
- They don't trust you.
- They don't know anyone who uses this type product or service.
- The potential referral is a secret source. For instance, many companies have an outstanding vendor whose name will never be shared with another company for fear the other company will use up the time of the vendor thereby lowering service levels for the referrer.
- They are too lazy to bother.
- They cannot pull the right name out of their head at the right time.
- You don't ask for a referral.
- The referrer knows that the referee has limited knowledge or respect for the referrer and does not want this to be exposed. It seems like one more thing to do for the referrer.