**A-5 Referral System**

If you want your network to work for you, it is critical that you have reasonable expectations of each person according to their BEHAVIOR, not their “intentions,” and certainly not your intentions for them! While someone may serve the same TRIBE as you, they are not necessarily a good referral source. Solid referral sources ACT. You *Plan/Do/Check/Adjust* with a commitment to growing your respective businesses and enhancing one another’s lives.

**Acquaintance**

* You’ve met casually
* You have shared contact information
* You “run into” each other on the networking scene or in the course of doing business
* No real relationship

**Associate (2 times a year)**

* You have had at least one meaningful business conversation
* You have shared personal / professional backgrounds and have discussed doing business or making personal introductions
* You know each other’s name, business name, the tribe they serve, the problem they solve
* You enjoy each other’s company, but there is no meaningful relationship yet
* Consider hosting two social events a year that will include your Associates

**Advocate (Quarterly)**

* First of the ***proactive*** partner relationships
* You share a desire to support one another
* You may or may not serve the same TRIBE
* You actively PROMOTE one another, making them VISIBLE to your respective networks
* You are likely to serve as “order takers” for one another. When someone asks “do you know anyone who….?” You would be likely to offer your Advocate’s information.
* At this stage, you would NOT be able to provide a reliable testimonial, as you likely wouldn’t have experienced each other’s expertise.
* Consider meeting quarterly and Include in your social events

**Ambassador (6x per year)**

* You intentionally engage in regular relationship-building strategies
* Your relationship goes beyond just referrals… you provide each other with support and information and are committed to each others personal and professional success
* You have a written plan to proactively support and promote one another. Ex: You network on one another’s behalf
* You may or may not serve the same TRIBE, but at the very least, you each have established relationships with your respective COIs
* You proactively seek out connections that can serve/support each other
* You practice LEVEL 7 referral / introduction process: The person being referred knows WHY the introduction is being made, is looking forward to the connection and has agreed to take the call / meeting
* At this stage, you can likely provide mutual “case study” testimonials because someone you have referred has reported a positive experience.
* Consider meeting every 8-10 weeks and include in your social events

**Affiliate (Monthly)**

* Your relationship goes beyond just referrals… you provide each other with support and information and are committed to each others personal and professional success
* You share a TRIBE but solve different problems. You are in similar but non-competing industries
* You incorporate each other’s inquiry questions into your conversations with each and every client to uncover opportunities
* You practice Level 7+ referral / introduction strategies
* You are trained in one another’s sales process
* You are in regular contact, discussing the progress of each referral
* Consider meeting monthly to farm your calendars and data mine
* Consider co-hosting social events so that your respective referral networks can interact