



# What's the Value of a Referral?

In today's economy, it's tough to be a salesman. Whether it's your service, your product, or yourself, you are trying to sell, people are doing their due diligence to make sure they are getting the best value for their money. It's a tough market out there with a lot of competition. Once you get a client enlisted with your product or service, the sale doesn't end there. Making it worthwhile to stick with your company is part of the on-going sales process. Some may call it account management, but anyway you look at it, you have to keep selling and keep your company to a higher standard than the competition. Keeping your clients happy and feeling appreciated will only help in growing your business.

You speak to any person who knows about sales or marketing and they will tell you that the best form of advertising is word of mouth, or referrals. What will increase that word of mouth traffic? A referral program in which clients and customers can earn rewards for bringing you business is a great way to grow your business with a small expense. The truth is that if your face is on TV or you have commercials everywhere, the odds that someone is going to use your product or service may be high. But if Tina's friend Wanda tells her that your service is the way to go, Tina is going to trust Wanda. You should thank Wanda, because Tina is probably not the only one who listens to her. A tiny act of thanking someone in a big or little way could go miles for your business.

Think about growing your business and solidifying your customer base with a gift for those who give you the greatest compliment of all- a referral. Big gift or small gift, they will appreciate the fact that you took the time to thank them, even when they weren't expecting anything from the mention of how great a job you do. So ask yourself next time you get a referral- what is it worth?

At BukooGifts.com we have 12 tiers of gift selections for you to decide what the referral is worth. Starting at \$25.00 and going up to \$1000.00 you can decide the value of a new client. You can send them a gift selection without showing them the cost through email, or you can set up a referral program that they can accrue points for each referral they bring and be able to buy gifts with their points at their own discretion. There are so many ways to show those clients who help you grow your business through Bukoo Gifts. Don't neglect to look into growing your business with a referral program.



BukooGifts.com  
3264 Ruckriegel Parkway  
Louisville, KY 40299  
1-866-446-1064