

# THE NOW GROUP

## How do we define a “referral” in the Now Group?

Ultimately our goals as members of the NOW group is to receive connections and information or that can ultimately help us grow our businesses or make life easier.

An active referral is defined as a NOW member having made a proactive introduction to a person outside of the NOW group membership base to a fellow NOW member. The intention should be to provide business opportunities to the member receiving the referral connection.

The facilitated introduction is an important part in defining an active referral. Sometimes this introduction isn't appropriate, and the best option is to provide contact details to an interested party without making introductions. These are still appreciated by members, but we call this kind of referral a lead instead. Typically we find active referrals have a better chance of success than leads do, so we encourage members to strive towards active referrals as much as possible.

### How to make an active referral:

- Make an active introduction – speak to the person you are referring to the NOW group member. Let them know why you're making the referral, and that they can expect a call from the NOW Group member.
- Communicate to the NOW group member about the referral and why you have made it, and when you have seen the expectation for the member to follow up
- Email introduce both parties, and share their contact details in the email.
- If you are the member receiving the referral, make sure to proactively follow up the referral and report back to the member who gave you the referral.