

CREATE THE Best Referral Program

FOR YOUR DIRECT SALES BUSINESS

Create a Plan to Maximize Your Opportunities

Start With a Positive Impression



First, make sure you're providing great products with superior service. Happy customers give the best referrals.



Look at your customer journey to find opportunities to delight your customers.



A free item or a discount offer is a great way to reward and encourage referrals.



Create offers like a "15% Discount for Every Referral" and/or "A Free Gift for Every Referral"

Automate as Much as Possible

Automated referral requests result in more referrals because they consistently ask every customer.

Top Automated Referral Opportunities



1. Order thank you page



2. Shipping confirmation email



3. Order-tracking pages



4. Delivery confirmation email



5. Follow-up emails

Create A Plan for Each Customer Segment

Different customer segments may require a completely different approach to referrals.

EXAMPLES:



New customers will want to wait until the end of their first transaction before making a referral



Returning customers may be ready & willing to make a referral at any stage during their journey

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