

# JULIE LITTLECHILD



## THE PSYCHOLOGY OF REFERRALS

### Why clients refer and when they don't

The research is clear – most businesses are missing out on a significant opportunity as the result of a clear and persistent referral gap.

According to research conducted by Julie Littlechild, as many as a third of clients say they provided a referral in the last 12 months, but fewer than 10% of those translated into real business opportunities.

In this engaging and interactive presentation Julie examines what motivates clients to refer, the biggest myths surrounding referral activities and the actions you can take to unlock the latent referral potential in their businesses.

#### Takeaways:

- The connection between a meaningful client experience and referral success.
- The five myths that limit referral success.
- New research on why clients refer and why they don't.
- What truly motivates clients to refer and how to tap into that motivation.
- A process to communicate value in a way that drives increased referrals.

For more information contact Julie Littlechild at [jlittlechild@absoluteengagement.com](mailto:jlittlechild@absoluteengagement.com)

For information on all programs visit [www.absoluteengagement.com](http://www.absoluteengagement.com)

### About the Speaker

Julie Littlechild is a speaker, writer and researcher. Her firm, [AbsoluteEngagement.com](http://AbsoluteEngagement.com), conducts on-going research into the drivers of personal, client and team engagement and translates the findings into powerful presentations and workshops. With a unique blend of inspiration, humor and evidence Julie takes the audience on a journey that opens their eyes to the possibility of a business that delivers both meaning and momentum.

Julie has worked with and studied top producing professionals, their clients and their teams for twenty years. She is a recognized expert on driving deeper engagement and growth and the author of a popular blog.

She sat on the national board of the Financial Planning Association from 2010 – 2013, was twice identified as one of the 25 Most Influential People in Financial Planning by Investment Advisor Magazine and won the Influencer Award in practice management from Financial Planning Magazine. She works in the US, Canada, UK and Europe and holds an MBA from the University of Toronto.

