

CO-OPERATE
OR
DIE

PRINCIPLESIX 

 CALVERTS

THE 60 SECOND PITCH

- 1./ Your name, your business
- 2./ Where you are
- 3./ What you provide (*services, goods, etc.*)
- 4./ Why people should buy from you
- 5./ Who you want to talk to:
 - Bread and Butter
 - Cream
 - Dream

MAKING A REFERRAL

- 1./ Who can you help?
- 2./ Who can you introduce them to?
- 3./ How strong a referral are you able to give? For instance:
 - Just a name, a phone number and the promise to make a connection
 - A personal introduction and testimonial to the third party
 - You are in a position to conclude the business!
- 4./ Make the introduction as soon as you can.

REFERRAL NETWORKING CODE OF ETHICS

- 1./ **Take responsibility** for following up on referrals you receive
- 2./ **Be truthful** with the members and with people to whom you are referred
- 3./ **Be honest** in promoting your business and its products or services at a level of quality and cost you are able to deliver
- 4./ **Build trust** among the members
- 5./ **Display a positive and supportive attitude** with network members
- 6./ **Live up to** the highest ethical standards of your trade or profession.

CO-OPERATE
OR
DIE

PRINCIPLESIX 

 CALVERTS