

Best Strategies for Giving Referrals

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Give Great Referrals but Don't Expect Reciprocity



Referrals are sometimes the foundation of business development. Lawyers - managing partners and general counsel included - often give referrals to (hopefully) get them in return.

But the key to giving referrals - and giving them effectively - is to not expect recognition or reciprocity. Of course, you can hope for a reciprocal referral, but ideally **referrals should be given without mercenary intent**. And, doing so, will really resonate with your colleagues.

Here are four gift-giving [referral strategies](#) presented, in part, by the writers at [Lawyerist.com](#).

1. Keep the client's best interest in mind.

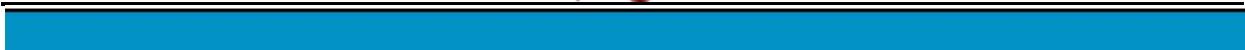
Consider the client's personality when deciding which referrals to share.

2. Give at least two recommendations.

Always give at least 2 recommendations whenever you can, except when someone you know is the perfect person to solve the client's problem. Giving 2 or 3 options also shows that you are well networked.

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3. Offer an introduction.

Find the time to do a quick email introduction between your client and each of the referral options. Don't just send one email with all of the referrals in the same address line.

Sending individual emails will do wonders for getting the client to act on your referral (remember it's about the client), and also guarantees that your referral will recognize the source of the potential client.

4. Refer to your other clients.

If you can send referral business from clients to clients they'll see you as a revenue generator instead of an expense.

Referrals may come in different forms, but all are low-cost ways of effectively generating new business. **Give your colleagues the gift of referrals - and expect nothing in return.** Doing this for your network of contacts will, no doubt, be your biggest business-generator yet.

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