1. Build the Referral Ask into Every Sale

Ask at the proud moment, ask "who", give a gift, and book it on the spot.

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1 Before you ask, check this

Would customers recommend you even without a reward? If they often complain, a referral reward will not save you. Fix the service first.

2 The five steps

Step	My version	Example (Daniel, gym in Kampala)
1 Proud moment		Four-week progress check
2 Ask "who"		"Who's one friend who'd enjoy training with you?
3 Gift reward		Free 1-week guest pass
4 Book it now		Forward the pass and book the first session
5 Track it		Asked / friends booked, reviewed weekly in Syst

3 Write your "who" question and gift

Proud moment: _____ Gift the customer can pass on: _____

"Who" question: _____

4 If they can't think of anyone

Don't push. Smile and ask: "Who do you usually talk to about this, maybe at work or at church?" If no name comes up, move on warmly. If you wait for them to remember later, it usually doesn't happen.

5 Worked example (illustrative): Daniel's gym

Members / monthly fee	200 at $150	Friends booked, before → after	6 → about 30 a month
Joined after the free week	4 in 10	New members a month	12
New monthly fees	12 x $150 = $1,800		

Daniel, Esther and their figures are illustrative. These are examples, not promises.

2. Build Referral Partners

Businesses that meet your ideal customers before you do.

1 List partner types and specific businesses

Find businesses that serve the same customers at the same moment you are needed, without competing with you.

Partner type	Specific business	Example (Esther, cleaning)
		Estate agencies
		Apartment managers, Kololo and Naguru
		Moving companies
		Furniture showrooms

2 An offer that helps the partner look good

A small commission is often ignored. A gift the partner can give their own client makes them look generous, at no cost to themselves. Esther offered a free move-in deep clean, worth $150, as a gift from the agent. She still offers a commission to partners who want one, but the gift is what gets them talking.

My partner gift (what it is, and what it is worth): _____

3 Approach the whole office, give first, stay in touch

One agent might refer you twice a year. A whole agency of ten can refer you every week. Visit in person, bring a short leaflet, and ask to be in their welcome pack. Send business back when you can. Treat the first referral from each partner as your most important job, then thank them and share how happy the client was. Keep in touch every month: a short visit, a thank-you gift, or a message with a result. Partners refer the business they remember. Keep the partner list and monthly check-ins in Systex, our own product (loftybiz.net), so no relationship goes quiet.

4 Worked example (illustrative): Esther's cleaning company

Contacted → agreed → active	30 → 8 → 5	Families sent a month	about 15
Share who stay as regulars	about half	Price per weekly visit	$120
New regulars a month	7-8, each worth almost $	Cost of the free deep clean	about $60 in staff time and supp

$120 a week x 4 weeks = $480, almost $500 a month. Compared with adverts, that is a cheap way to win a customer that valuable.

3. This Week and the Common Mistake

Turn luck into a system you can track.

1 A common mistake

Relying on just one partner. If that partner changes staff or closes, your referrals stop. Aim for several active partners, and keep adding.

2 Do this this week

[ ] Pick the moment your customers feel happiest
[ ] Write your "who" question and gift reward
[ ] Ask every customer at that moment for one week and count the names
[ ] List ten businesses that meet your customers before you do, and visit two
[ ] Put the ask into Systex as a fixed step, so nobody forgets

3 Ask tracker (one row per progress check or sale)

Date	Staff member	Asked? (Y/N)	Friend named?	Booked? (Y/N)	Notes

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