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1.100OurAlliance – Being a Good CPrint™ Reference – So a potential CPrint™ affiliate calls you as a reference. It's natural to want to help the person with their problems, especially since we have learned to be good board members and ask penetrating questions dealing with facts, not feelings. However at the point where the prospect seeks a reference, *we must AVOID analyzing and solving, rather should focus on being a good reference.* This paper will help save you time and make you more effective in the referral process while maximizing the benefit to the caller. Added July 10, 2005

Being a Good Reference *by Tom Crouser*

Being a good reference does not entail analyzing or solving problems for the person inquiring about the CPrint™ program. It does *not* even mean you need to know a lot about *them*. In fact, you really don't need to know anything about *them* to act as a reference for CPrint™. What you need to know is *you and your experience*.

Why? *First, we don't have the information to analyze or solve at this point.* They have not yet submitted financial information nor have we done an onsite. And *second, speculation on solutions without facts sends prospects into deep periods of introspection at the exact time they should be acting.* We have seen some people delay participation and thus solutions to their concerns for years based on what they *think* we will tell them.

So, sometimes a reference trying to be helpful sows the seeds of fear and uncertainty (*What do you mean I have to go sell? What do you mean I might have to fire one of my friends? What do you mean, I have to raise prices?*).

This does not mean we are lying or trying to protect the prospect from cold realities. It does mean that we do not do so until we have the facts and have uncovered the person's *motivation* for change. Only then can we bring about positive results.

Now, let's talk about you and your time. A reference call shouldn't last more than **fifteen minutes**, if that long. It certainly shouldn't last an hour or more as some reported. We discovered the main reason for long calls was that *many were trying to interrogate the prospect and help them with their problems. That, however, is not the purpose of the reference call.*

There are four parts to a Reference Call.

- 1) Give them a reference (*"the program is really great"*)
- 2) Tell them how the program has helped YOU (*"it helped me by . . ."*)
- 3) Answer *questions* they have, *which you are qualified to answer*



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4) Give them your *password* so we will know they have talked to you

Here are my assumptions:

- 1) You want to see the CPrint™ program grow because it has helped you and/or you believe in the program.
- 2) You realize that growing the CPrint™ program will help everyone because with more affiliates, we will have better services, features and benefits. The buying program is an obvious example; however it also extends to more mundane things as onsite expenses. How? More affiliates mean we will have more staff stationed closer to you and thus help lower your costs. These are but two examples, there are more.

Here's Where Referrals Fit into the Recruiting Process

Referrals are sought between the CPrint™ Preview (CPP) session and the Business and Market Analysis (BAMA). During the CPP, the potential is briefed on the FEATURES of the CPrint program.

Those include our four major components: Unique products and services/buying cooperative (SeePrint™ Driver, RightType™, Gateways, some buying agreements); management services (onsites and board meetings); marketing and advertising; and CPrint™ University online and residential training courses.

In order to get to the BAMA, the prospect must first submit detailed information including financial statements and information on their top 25. Second, they must contact the references we assign (this is where you come in) and get your password. Your password is decided by you and made known to us. And third, all pertinent parties must attend the online BAMA.

Fail to accomplish one of the steps and the BAMA does not proceed.

FOUR STEPS IN A POSITIVE REFERRAL

1. Positively refer the program

“Any printer that can should be involved.” “It has been great for me and my family.” **OR** any other positive statement based on your level of comfort

2. Tell how the program has helped YOU

CPrint really helped me with cash difficulties. CPrint helped me with family issues. CPrint helped us get organized so we could produce more.

[Remember, we don't know the prospect's situation so we can not diagnose nor propose action steps. We can, however, tell how it has benefited us.]

3. Ask for questions. Answer ones you can. DEFER ONES YOU CAN NOT.

Do you have any questions of me? Answer ones that you can. Defer ones you can not.



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How did it help your sales? That's legitimate and you can answer from your own experience.

How will it help MY sales? *Neither you nor I* have any idea at this point because we have not done an onsite. We do not know the profile of the person to whom you are talking. We do not know if they have anything to sell. We do not know if they could actually produce more if they in fact sold more.

More importantly, while THEY identify sales as being their biggest problem, we know that frequently it is not. It could be pricing. It could be poor cash management. It could be overstaffing. In short, regardless of how the patient diagnoses their situation, we must be cautious in jumping to conclusions at this stage.

Did you terminate workers? That's legitimate and you can answer from your own experience. Remember this is NOT indicative of what the prospect will have to do.

Will I have to terminate workers? Neither you nor I have any idea. One response could be: I have no idea. Your onsite person is the one who will help you with that.

4. Finally, give them your password

Passwords are used by us to assure that the prospect has actually talked to enough references to qualify them for the no-cost or obligation Business and Market Analysis (BAMA). In order to qualify for the BAMA, the prospect must submit requested information; talk to two references; and have all principles available for the on-line presentation of the BAMA. At that point the prospect has all of the information to decide whether to go ahead with an onsite consultation.

After the onsite, the prospect has ten days in which to decide whether to go ahead with the full CPrint™ program.

Conclusion

If you would like to help others join our network, learn to be a good referral and that starts by *not being a board member* in this process. **The purpose of a referral is not to solve problems. It is merely to be a reference.** Neither we nor you have enough information to diagnose and solve problems at this point. Avoid creating fear and uncertainty in prospects by avoiding solutions. Offer encouragement and reassurance that the onsite team and the process will uncover solutions that are best for the prospect. Because the process has uncovered best solutions for twenty years and will continue to do so in the future.

If you have any questions regarding this paper, please contact Todd Nuckols at todd@cprint.org or via telephone (304) 546-4646 or Tom Crouser at tom@cprint.org, telephone (904) 277-4001.

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