

## The TREE Method of Referral

### Why TREE?

We are in the business of helping you grow your business, so we thought the idea of TREE was appropriate. We also wanted something simple to help teach very busy bank personnel how to make referrals without being overwhelmed with 29 different things to look for. This simple method was developed so that your bank partners will be able to help you.

What does TREE stand for? Each letter of the TREE acronym represents a trigger point for your bank staff to recognize a referral opportunity.

**T- is for Taxes** - When a customer complains about taxes, that is an opportunity.

**R- is for Rate** - When a customer complains about rates at the bank, that is an opportunity.

**E- is for Event** - Big changes in a customer's life ... a birth, a death, a move to a new home, or retirement; all of these represent opportunities.

**E- is for Excess** - When a customer keeps large balances in their liquid accounts (checking or money market) or lines and lines of CD's on their computer screen, this represents an opportunity.

When someone comments about one of the first three triggers (**TRE**), all the referrer needs to say is ... "Have you spoken to YOUR NAME about that? He/she may be able to help you. Do you mind if I have him/her give you a call?"

If the referrer notices the last trigger (**Excess**), then they need to say, "Have you spoken with YOUR NAME yet? He/She could probably get you a better rate and maybe save you a few dollars in taxes. Do you mind if I have him/her give you a call?"

### Objections:

About the only objection someone will get is, "What is it?" The answer should be, "He/She has many options, most of them very safe. What time is best to give you a call? Great, I'll let him/her know."

### A Final Note:

The thing that will make this program successful is you. No amount of training will supplant recognition as the driving force behind referrals. If you will follow the next two suggestions, any referral campaign will be a success.

1. Always personally thank the referrer for trusting you with their customer. They feel like they stepped out on a limb to trust you. Let them know you appreciate it.
2. Make a big show of receiving referrals to the branch manager and to the rest of the staff, after the lobby has closed. ALWAYS PRAISE IN PUBLIC.