

Referrals are the most cost-effective way to generate new business, and positive testimonials can improve your bottom line.

Review these best practices to help you get started.

## 5 Tips for Obtaining Mind-blowing Referrals

- 1 Focus on the right customers.**  
Instead of targeting your entire portfolio, target your best customers. Focus on your established relationships.
- 2 Make it personal.**  
Making the request personal and explaining how important referrals are to your business makes you more likely to secure referrals.
- 3 Ask before departure.**  
You can ask for referrals anytime. The best time is often when the customer is in-house and genuinely enjoying their stay.
- 4 Be specific about who you're trying to reach.**  
Communicate using terms the customer understands. Avoid questions that are too broad or using hotel industry specific terms. Try something like, "Do you know of any other person or department that has long-term stays throughout the year that may benefit from a rate at our hotel?"
- 5 Create referral marketing materials**  
Consider something as simple as a business card that says, "Referred by \_\_\_\_\_" to make it as easy as possible for clients to hand out or forward your marketing materials.

## 5 Questions to Ask Those Interested in Providing a Testimonial

- 1** What has exceeded your expectations since working with us?
- 2** How does our hotel or service stand out from other options?
- 3** Elaborate on the features that sold you on choosing to book with us.
- 4** Provide others with the one "stand out reason" you would recommend our hotel.
- 5** Tell me more about how the hotel surprised you.



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