



## **2016 MDRT Annual Meeting e-Handout Material**

**Title:** Presented in Mandarin Language: Get Referrals from Your Clients

**Speaker:** Zheng Yu (Nick) Wu

**Presentation Date:** Tuesday, June 14, 2016

**Presentation Time:** 3:30 - 4:30 p.m.

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Slide 1



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Slide 2



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Slide 3



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Slide 4

轉介紹的價值：



●短期：迅速提升成交率



●長期：形成真正的職業價值

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Slide 5

標準流程

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Slide 6

轉介紹的基礎

對方基本認同

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Slide 7

轉介紹的最佳時機

從銷售流程上看

- 第一次——第二次——第三次——遞送保單
- 10 — 6 — 4 — 2

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Slide 8

轉介紹的最佳時機

- 主動/持續給
- 主動/給
- 被動/給
- 被動/不給

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Slide 9

轉介紹的標準流程一

形成認同

- 低問高答——心理博弈的開始
- 詳實且具體

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Slide 10

轉介紹的標準流程二

借助影響

- 回顧見到客戶的原因
- 強調邏輯關係：愛心傳遞  
——心理博弈的繼續

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Slide 11

轉介紹的標準流程三

利用工具

- 轉介本的心理暗示
- 遞筆的心理效應

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Slide 12

轉介紹的標準流程四

目標唯一

- 未遇阻礙之前：直接分類引導  
——心理模式：假定同意
- 已經遇到阻礙：迂回溝通

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Slide 13

轉介紹的標準流程五

反對意見處理

核心原則——冰山原理

主要方法——抖包袱

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Slide 14

轉介紹的標準流程五

反對意見處理實例：

●我和朋友說說再通知你

●直接介紹不方便，等有聚會時我叫上你

●你給他們打可以，但千萬別提我

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Slide 15

轉介紹的標準流程六

提升名單溫度

●三個層次：冷——溫——熱名單

●短信知會標準話術

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Slide 16

轉介紹的標準流程七

積極回饋

- 重在“積極”
- 提升客戶精神感受

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Slide 17

轉介紹的標準流程八

形成習慣

- 意願至重
- 成功的保障

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Slide 18

轉介紹中心的形成

- 流程七
- 對人的銷售

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Slide 19



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Slide 20



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