

EXERCISE 1 – Brainstorm potential referral sources

Hold a meeting with the key individuals from marketing, sales and channels to discuss potential referral sources. At the meeting ask the following questions to the group.

Question	Additional Info	List Potential Sources
What companies have a complimentary product that sell into your same targets?	This could be integration partners or just companies selling into your same buying group. Try to identify the technology stack and services they use.	
Who do your target buyers interact with professionally?	If you are selling to SMB, there are many trusted advisers to consider such as their accountants and bankers.	
What associations do your target buyers belong to or follow/trust?	Local associations and chamber groups are often a key way that small businesses network.	
Are there any purchases that typically happen in coordination with yours?	When someone buys marketing automation, they may buy a webinar platform. Or when buying VOIP telephony they may buy a video conferencing platform.	
Are there any consultant groups or agencies that are typically engaged in advising on a purchase decision in your area or a process that is complementary to your offering?	From niche consultants to goliaths, there may be players that are influencing your target buyers.	
Are your target buyers part of a franchise model?	If so, the franchisors have direct access and significant influence worth pursuing.	
Do you have existing resellers that are struggling with performance?	This may be due to a change in business model (like on-premise to SaaS). If so, these resellers could be transitioned to referral partners.	
Do you spend a lot of effort certifying new resellers only to have them under perform?	A referral program could be a qualifying step before reseller. This ensures they produce quality leads BEFORE you spend the time and effort to make them a reseller.	
Do your customers have access to your target buyers in other companies?	Customers can be partners too, particularly if you have solid long term relationships between sales or customer success and your customers.	