

## Point System for Following-up with Referrals

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### Goals:

Full-time Sales =

50 points per day (Average), 60-70 points per day (Achiever)

Business Owner =

30 points per day (Average) 42 points per day (Achiever)

Activity	Points
Send an email	½ point
Telephone message – left a voice mail	½ point
A telephone call is 1 point (lots of messages to the same person who is not responding do not count).	1 point
A first appointment or a closing appointment	10 points
An intermediary appointment that furthers the sales process	5 points
Mailers, and any other print follow-up	1 point
Go to a Networking Event	5 points
Contact a new potential referral - for someone else	2 points
Have lunch/coffee with a colleague (One-on-One)	5 points
Make a new online community contact (ex. LinkedIn)	1 point
Re-contact former client	1 point
Send an item of interest to a colleague	1 point
Send an item of interest to a customer	1 point
Ask for a referral	1 point
Give a referral	5 points
Invite a prospect/client to a networking event	5 points
Invite a referral source to a networking event	7 points

### References:

Nice Girls Do Get the Sale—Relationship Building that Gets Results  
© 2006 by Elinor Stutz

Get Clients Now!—A 28-Day Marketing Program for Professionals, Consultants, and Coaches, Second Edition  
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