

Scripts for Asking for Referrals

Making specific, easy requests to happy customers at the right time is an incredibly low-cost way to boost your reputation and fill your pipeline with high-quality, warm leads. Below are a few templates you can use to ask your customers for referrals.

B2C Templates

Thank you for purchasing **[your thing]** from us! If you know someone else who would love **[your thing]**, we'd love an introduction! You can share this code **[your offer code]** and you'll both get **[offer]**.

To show how grateful we are for your referrals, we'll send you **[reward]** every time a friend you refer makes their first purchase.

I'm so glad to hear that our **[service/product]** has been working so well for you. Your continued business has really helped **[your company name]** grow in the **[your city/industry]** community.

If you have a friend or neighbor who would be interested in **[service/product]**, please have them contact me using the information below. I look forward to providing your friends and family with the same service that I have provided to you.

We were delighted to hear in our last **[call/meeting]** that our **[service/product]** has been serving you well so far. Nothing makes us happier than helping our customers with **[your thing]**.

[As you know/we're excited to share that] we are launching a new **[service/product]** that **[describe service/product]**. We wanted to reach out to see if you had anyone in mind that might be interested. An ideal customer would be **[description of ideal customer]**.

To express our appreciation, we are offering **[offer]** for every referral you bring us.

Thank you for sharing your feedback about your experience with **[your company name]**. I'm so glad to hear you're happy with the **[service/product]** so far!

I wanted to reach out to see if there's anyone that you know who is also looking for **[your thing]**? Or, a friend who needs **[your thing]** but just doesn't know it yet? 😊

I'm so thrilled to hear that you had an excellent experience with **[your company name]**. Even though our project has finished, please don't hesitate to reach out with any questions. I'm always here to help.

In the meantime, if you have any friends or colleagues who would benefit from our **[product/service]**, I would really appreciate an introduction—especially if they're as great as you! I'll make sure any friend you send this way gets white-glove treatment.

B2B Templates

I was so thrilled to hear in our last **[call/meeting]** that our **[service/product]** has been serving you and your team well. We appreciate our amazing clients that are so easy to work with like **[you/client name]**.

I wanted to reach out to see if you had any vendor partners that would also be interested in our **[product/service.]** We are offering **[offer]** for every referred **[customer/client]** brought in.

Thank you for being such great partners over the last **[time spent together]**. We've really enjoyed getting to know your team, and we're so glad we were able to help you with **[your solution]**.

With your business being in **[scope of their business]**, I see the opportunity for us to pass referrals back and forth. I'd love to schedule a call to learn more about your ideal clients to see where we can help each other out and continue working together!

OR

Another client of ours mentioned that they were looking for a company that specializes in **[current client's specialty]**. Before sending them your info, I wanted to confirm if that is something your team can do.

It would be great to learn more about your services and ideal customers in general so we can start passing referrals to each other!

Thank you for sharing your feedback with our team! We're so glad you're enjoying your experience with **[service/product]** so far. We knew that by working together, we'd be able to drive significant impact for **[client's name]**.

We just rolled out a deal for new clients that **[deal description]**. Do you have anyone in mind that would want to take advantage of that value? We're also offering **[offer]** for every client you bring in.

We've really enjoyed getting to work with your team over the last **[time spent together]**. Our amazing clients like **[client name]** have really helped us expand our business.

[As you know/we're excited to share that] we are launching a new **[service/product]** that **[product description]**. We wanted to reach out to see if you had anyone in mind that might be interested. An ideal customer would be **[description of ideal customer]**.

To express our appreciation, we are offering **[offer]** for every client brought in.

We're so thrilled to hear that your team is having a great experience with **[service/product]** so far. I knew we could help, and I'm pleased you're seeing results so quickly.

If you have any friends or colleagues at similar companies who would benefit from our **[product/service]**, I would really appreciate an introduction—especially if they're as great as you! I'll make sure anyone you send this way gets white-glove treatment.