

## Richard Gee

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**From:** Customer Love - Lee & Christine [info@customerlove.com.au]  
**Sent:** Friday, 20 June 2008 11:23 a.m.  
**To:** Richard Gee  
**Subject:** Creating Referrals



Creating Referrals

eNotes - June 20th

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Dear Richard

For many businesses gaining new business is a breeze, it just comes to them without advertising, without chasing it and they exist purely on referrals.

Businesses like this either have something so unique that people come to them, because they have no where else to go, or they provide such a great customer experience that they have a whole host of raving fans working on their behalf.

Ivan Misner, the Founder of BNI International has a great quote. He says... "It's not what you know and it's not who you know, it's how well you know them."

When you ensure that the customer experience your provide is worth talking about, and you have strong relationships with people in your database, the more referrals you will generate.

Even people who aren't customers yet, can become great referrers, and the best way we know to do that is to contact each of them and let them know how much you appreciate them.

Who can you send a Customer Love card to today?

Let Customer Love help you build relationships with your customers:

[Click Here](#) to Purchase Customer Love cards

Inspiration window cards [Click Here](#)

Personalised Luggage Tags make a great gift – [Click Here](#) to view full range

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Have a great day!  
Lee and Chris



**Thought of the Day**

"Peak performance requires we take time to rest, reflect and recharge our batteries"

**Scott Beare & Michael McMillan**

Taken from "The Power of Teamwork" [CLICK HERE](#) to purchase.

**PS. from one of our Customer Love friends ...**

I Love your range, particularly the nature scenes. The photographer has managed to capture emotion somehow in each of the shots, very clever. Thanks for the newsletters, I find your approach to business very refreshing. Thankyou,

**Joan Molony**

This email was sent to [richard@geewiz.co.nz](mailto:richard@geewiz.co.nz), by Customer Love Pty Ltd

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