



roar - results oriented accelerated referral system



by Buki Mosaku

International consultant, highly sought-after speaker and corporate sales trainer

[www.rosacad.com](http://www.rosacad.com)



## roar<sup>™</sup> - results oriented accelerated referral system

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### course overview

The objective of this workshop is to provide sales, account management and client services teams with a systematic approach to generating referrals in order to drive prospecting activity or develop existing relationships and increase sales.

### who should attend?

Any one who has responsibility for developing new business from prospects or additional business from existing relationships. Sales, Account Managers and Client Service professionals.

### objective

The objective of this workshop is to ensure sales and account management teams develop a referral mindset and commit to integrating referral generation as a key component of their prospecting activity. The programme will provide the team with a step by step approach to developing a referral mindset, creating a climate conducive to generating referrals from prospects/clients, timing the request, a formula for asking, dealing with referral resistance and following up with appointments.

### having attended this workshop you will be able to :

- Develop a referral mindset
- Develop prospect/client referral generation strategies
- Commit to a systematic approach to referral generation
- Gain access to extremely high probability prospects
- Increase average value of business generated
- Reduce length of average sales cycle
- Reduce cold calling in the short term
- Eliminate cold calling in the long term
- Learn how to generate appointments via referrals
- Learn how and when to ask for referrals
- Deal with and reduce referral resistance
- Reframe client perspective in order to generate multiple referrals
- Secure more appointments with targeted clients



## course style

This course is highly interactive and participative and will provide opportunities for delegates to apply workshop methodology using role play, rehearse for upcoming meetings and develop action plans designed to drive sales and exceed target.

## course duration

1 day workshop

## number of participants

8 - 12

## pre-workshop requirements

Please fill out the pre-workshop questionnaire and send back to us 5 days before attending the workshop.



## roar<sup>TM</sup> - programme agenda

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- 9:00 a.m      Introduction
- The Facts About Referrals  
Developing a referral mindset  
Referral generation strategy development (stop dabbling!)  
Mining your client networks
- Enhancing your referrability  
Planting referral seeds  
Asking for referrals effectively
- Role Play
- Dealing with referral resistance  
Referral Follow up strategies and tactics  
Role Play
- 1:00 a.m      Lunch
- Referral Appointment making:  
1. Initial call approach  
2. Handling responses and turnarounds  
3. Practice: They say, I say
- 2:00 p.m      Getting past the gate keeper  
Attaining and handling return calls  
Obtaining and utilising referrals over the phone  
Techniques: improving overall effectiveness
- Referral goal setting  
Taking action – Where, when and with whom to start your client/prospect  
Referral Generation Programme
- 5:00 p.m      Wrap up



## about your trainer – Buki Mosaku

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Buki Mosaku is the founder of Inquire Management and Results Oriented Sales Solutions a corporate development and sales training consultancy. He has trained thousands of sales people of all levels working with companies such as Royal Dutch Shell, Motorola, Arkadin, Aviva Investors, GIG Partners, Marsh, Willis, Prime, Fidelity, Gartmore, Threadneedle, Marsh, Heath Lambert, Locktons, SBJ, Alexander Forbes, AON, Goldman Sachs, JP Morgan, Morgan Stanley, HSBC, Dun & Bradstreet, Lloyds TSB, Standard Life, Fidelity International as well as mid-market and start up companies across Europe, Asia and Africa.

He is the author of Fast Track-7 Steps to Generating More Prospects, Closing More Sales and Growing Existing Business, ROAM™ - Results Oriented Appointment Making, Coaching Strategy for ROAM™ workshop, ROAR™ Results Oriented Accelerated Referral System, ROSS™ - Results Oriented Selling Skills, ROSM™-Results Oriented Sales Management, Coaching and Development for TSS™ workshop and PETS™ - Peak Efficiency Telephone Selling Skills audio programmes. He has also appeared in the Times and regularly appears as a guest on BBC radio sharing his views on sales, business development and staff motivation.



"Just a short note to tell you that Ian...just got 5 Referral's out of a call with the xxxxx Building Society!!! -Setting the pace for the review in October".

Gary Smith, Business Development Director, Aon- Corporate Risk



I can thoroughly recommend Inquire Management and Buki Mosaku. The style of delivery is energetic and enthusiastic. The material he has developed is simple yet extremely powerful and works particularly well in insurance broking and produced a significant improvement in our results ....

Kevin Culliney, Partner, Professions

Lockton Companies International Limited



"Buki's training was delivered energetically and enthusiastically and was enjoyed by all participants. His approach helped provide focus and structure to the team's activities leading to the progression of a number of leads".

Nicholas Birchall Head of UK Defined Benefit Client Relations





"Arkadin have utilised Buki Mosaku's unique training programme on several occasions, he has an inspirational style and a sales methodology that has an immediate impact on the sales performance and energy of the team... this in turn generates increased revenue and improved results. Leo Ripley, UK Sales Director, Arkadin



Buki Mosaku is a credible trainer-he deals with real situations. Very practice...targeted focused training  
Mark Browning, MD Production ITN



"...The team were really impressed and pleased... This has helped the team tackle the subject matter with more vigour and confidence. Some simple yet helpful techniques...we're positive that the results will continue."

Laurence Smith | Senior Client Manager  
AON Limited | Private Clients



"Many thanks again for a great session really enjoyed it - some very helpful tips...for the Account Managers - look forward to the next sessions!!"

Myra Lyons, Senior Account Manager, Digital Look



"Feedback was excellent...was very impressed"

Keith Tracy - Chairman Global Professional Services Practise Group, Finex



"Just wanted to say thank you for the training that you undertook for my team last week - feedback has been really good from the team ..." Tracy Ashton, Head of Client Services, Commercial



"...Mr Mosaku is an excellent trainer... the delivery was outstanding. This has meant a definite positive impact in sales performance and improves margins..."  
Nik Patel, Head of Sales - Motorola Govt & Enterprise Business Middles East & Africa



I have used Buki Mosaku a number of times over the last few years; both for one-on-one coaching and for group training sessions. On each occasion I have found him to be highly effective and to have met and exceeded the objectives we agreed with him...

I am happy to say that Buki has not only significantly improved the results I have achieved whilst working with him, but helped me (and my team) develop skills that can be used time and again, in all walks of life, to achieve the results that we want.  
Matt Surfleet Head of Account Management



We have used Buki and Inquire Management many times over the past few years. Buki's energy and delivery style makes his training so effective. His enthusiasm and belief in the knowledge he imparts has an amazing impact on those he trains. His preparation prior to training sessions is second to none and execution slick, fun and powerful.

Karen Barnett, Human Resources Manager – Old Mutual Asset Managers (UK) Ltd