



SellMore  
Marketing



# Product Line Revenues Grew by 76% in Just One Year By Using SMART Relationship Technology

SellMore Marketing, LLC is a customer of Refer.com.

## Building Relationships Instead of Just Creating Lists

Today, many salespeople and marketers still get lost in their lists. However, these lists are people with real desires, needs, and lifestyles outside of work...

Steve, an extremely successful Financial Advisor asked, "Do you know of someone who's got a cabin cruiser, 42 feet or bigger, and who docks it at a marina on Long Island Sound?"

What was Steve referring to?

He was referring to two characteristics of his best customers. No, he didn't ask, "Do you know of someone who needs a financial advisor?"

Who is Steve? He is one of Bill Doerr's, best clients. Doerr is Chief Connection Officer for SellMore Marketing, LLC, based in Connecticut.

Since 2002, Doerr and his company have been helping to connect people, ideas, and services instead of just creating lists. His company works with Service Professionals who need to sell a relationship before they sell anything else.

Doerr explains, "Your world will be a lot easier if you go from asking for referrals

to seeking introductions to people who at some point in time will have a need for who you are and what you do." He calls it getting Preferrals.

Doerr, who has been an advisor for over 16 years, discovered that building "win-win" relationships are critical to succeeding in business, building an income you deserve, and living a life-style you and your family can enjoy. But to do this, you must have a system that helps you create these relationships consistently, consciously, and efficiently.

## 15+ New Introductions Each Month, Guaranteed

As a result of many years of relationship-building experiences, Doerr created a system called PAM (Personally Assisted Marketing). PAM was originally designed to help advisors who encountered one or more of the following obstacles in building a relationship strategy:

- Don't have the staff to consistently implement it.
- Lack the budget to carry it out.
- Don't feel like they have the time or the skills to do the tasks.



SellMore Marketing, LLC

### Challenge:

Doerr's business model created three big challenges. One, manual workflows made the process inefficient and tedious using spreadsheets. Two, there was no scalable mid-level program to help professionals new to a referral marketing system or who had a limited budget. Three, there was no way to do group coaching effectively and reach more people in less time.

### Solution:

Doerr integrated Refer.com software into all of his systems. This software automated behaviors for a large part of the time consuming tasks. By increasing efficiency, Doerr's solution became more effective and saved time. He also expanded his programs to more professionals in various niches.

### Results:

After adding Refer.com, product line revenues grew by 76% in just one year and Doerr became a Channel Partner offering subscriptions to his clients.

- Feel like they don't have a systematic approach to do it consistently, consciously, and correctly.

As a result, they work harder, longer hours, and make a lot less money than they deserve.

PAM's systematic approach helps service professionals effectively build and nurture relationships, consistently generate referrals without asking for them, and easily create more business.

In fact, Doerr tells his clients, "If you work with me and work the system we teach you, I will guarantee that you will get at least 15 new introductions every month, very quickly, to people who can best understand, value, desire, and afford you."

### Challenges Great Results, But Costly, Exclusive, and Timely to Manage

PAM is extremely effective, if followed. It's a complete Done-For-You Service, and it's Done-With-You. But it's also very labor intensive, which means that it's costly at \$1500+ a month.

Doerr's program is one-on-one and was primarily limited to Financial Advisors. He takes each individual through three months of weekly coaching sessions and after that, bi-weekly. A VMA (Virtual Marketing Assistant) is also assigned to every client and they're given access to a full library of resources. After each coaching session, Doerr follows up with a personalized, detailed memo of the call for his clients to review.

As a result, professionals are more focused and generate more referrals that they ever have, while seeing their revenues generously climb.

However, Doerr explains,

*"I found myself feeling the pains of my potential clients. I was more frustrated working harder, putting in longer hours, and in the end, less ROI than I would like."*

His business model presented three big challenges:

1. Manual workflows made the process inefficient and tedious using spreadsheets.
2. There was no scalable mid-level program to help professionals who were new to a referral marketing system or had a limited budget.
3. There was no way to do group coaching effectively and reach more people in less time.

Eliminating these three obstacles would increase efficiency, free up his time, and would offer his company an opportunity for a substantial increase in ROI. Most importantly, it would expand his system to help more individuals in a variety of niches and stages in their business to achieve their dreams.

### Solution Not Another CRM Tool, But a "Smart System" for Referrals

That's when Doerr received a referral to Thomas Gay. Gay is the Founder and CEO of Refer.com, a proven four-year old SaaS (software-as-a-service) referral platform that helps service professionals grow their business through SMART Relationship Technology.

Using this software and service, people get more referrals, improve relationships with their clients, and nurture their

prospects with a system that makes following up easier and more efficiently than ever. And it eliminates those tedious spreadsheets.

After reviewing the Refer.com software, Doerr immediately saw something that he hadn't seen before. It was not another CRM tool. It was truly a "Smart System" for developing referrals.

This software automated behaviors for a large part of the tasks that were very time consuming. Things that people just didn't like to do consistently in building relationships and generating profitable referrals.

Doerr explains, "Refer.com gives you less to think about. The software does a lot of the thinking for you." It sends you a reminder personalized to each contact about what you need to do, a suggestion about what you need to talk about, and when you need to do it. It even scours the Internet for relevant articles and insights to share.

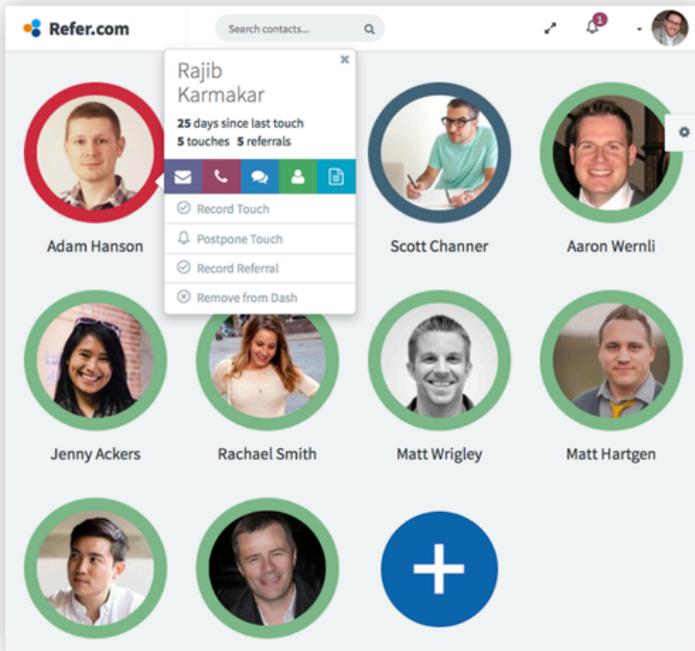
### It's Simple and It's Elegant

Doerr points out that the software is really well done. It's simple and it's elegant. It achieves what a client wants. It doesn't try to go through all the bells and whistles just because the engineers can do it. According to Gay, "If it doesn't lead to the outcome, we don't put it in there."

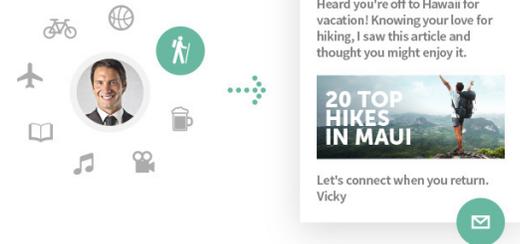
According to Doerr, Refer.com was very careful about making choices that make it easy for the person using their software.

Doerr adds,

*"Besides Apple, I haven't seen any other company do this as well, and as focused, as Refer.com."*



*Doerr shares, “Refer.com gives you less to think about. The software does a lot of the thinking for you.”*



*“By incorporating Refer.com into my referral systems, I can open my business up to more professionals in more markets, take them by the hand, coach them to get more clients, and increase their revenues very efficiently to a point where they don’t want to give it up. And neither do I.”*

**Bill Doerr, CCO, SellMore Marketing, LLC**

## Results

**76% Revenue Growth in 1 Year and Became a Channel Partner**

Doerr saw Refer.com as a way to be more efficient, free up his time, and create an extremely effective solution. He was able to expand his systems, create a more affordable option, and help more individuals succeed faster to achieve their dreams.

As a result, the product line revenues grew by 76% in just one year and he became a channel partner to Refer.com.

In addition to the higher-cost Intensive Bootcamp, Doerr now offers a less advanced and more affordable option. It’s an 8-week bootcamp for people who just want to grow their referrals, relationships, and revenues. It includes a one-time payment of \$997.

Doerr exclaims, “I coach service professionals who need to sell a relationship before they sell anything else. They don’t

have systems, they don’t have coaching, they don’t have support.”

With Doerr’s proven systems and Refer.com software integrated into all of his programs and for his clients, his company can now provide all of the elements that are missing—the systems, the coaching, and the support—to get a steady flow of introductions and referrals on a regular basis very efficiently. His clients can get all of their referral connections taken care of simply in a matter of 30 minutes a week or less. This means that they can dramatically increase their revenues at a much faster pace.

To find out more about [SellMore Marketing](http://getnewclientsnow.com) go to <http://getnewclientsnow.com>.

[Refer.com](http://www.Refer.com), founded in 2012 in beautiful Boise, Idaho, is the world’s leading referral generation solution for professional service providers. Whether your goal is to improve relationships, get more referrals, or nurture prospects, Refer.com gives you the systems to make follow-up easier than ever. Using the system effectively to strengthen 25-30 relationships will result in a minimum of 4-6 referrals a month. After the 12-week coaching program, 85% of the graduates easily see triple their investment in the first six months.

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