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# The Next Level in Referral Relationships - *Mike Macedonio*

How can you tell the difference between a 99°C/211°F relationship and a 100°C/212°F relationship?

Visibility: You are in Visibility with a referral relationship when you \_\_\_\_\_ who they are and they \_\_\_\_\_ who you are.

If I can state their name and what they do or their company AND they can do the same for me.

Credibility: You will enter this phase when you perceive each other to be \_\_\_\_\_ and worthy of \_\_\_\_\_. Some referrals may start at this phase.

*“When evaluating your VCP relationships you will want to keep in mind that the relationship is two sided. It is the combination of your perception and theirs reduced to the lowest common denominator. If, for example, I feel like I’m in Credibility with someone but they feel we are in Visibility, we would have to conclude we are in a Visibility relationship.”*

Profitability: You are both \_\_\_\_\_ and \_\_\_\_\_ referring business to one another.

*“If it doesn’t profit both partners to keep it going, it probably will not endure.” -The World’s Best Known Marketing Secret*

Where do you start? \_\_\_\_\_

## Choosing the Right Actions at Each Relationship Phase

### Pre-Visibility

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Visibility

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Credibility

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Profitability

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_