

# 10 Steps to Building a Referred Lead Engine

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## Individual Referred Lead Log

Referrer: \_\_\_\_\_

A. Referral Name \_\_\_\_\_

Home Address: \_\_\_\_\_

Home Phone Number: \_\_\_\_\_ Date Referral Rec'd: \_\_\_\_\_

B. Company Name \_\_\_\_\_

Job Title: \_\_\_\_\_

Company Address \_\_\_\_\_

Work Phone Number: \_\_\_\_\_

C. Most impressive characteristics about the referral: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

A. Referral Name \_\_\_\_\_

Home Address: \_\_\_\_\_

Home Phone Number: \_\_\_\_\_ Date Referral Rec'd: \_\_\_\_\_

B. Company Name \_\_\_\_\_

Job Title: \_\_\_\_\_

Company Address \_\_\_\_\_

Work Phone Number: \_\_\_\_\_

C. Most impressive characteristics about the referral: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

A. Referral Name \_\_\_\_\_

Home Address: \_\_\_\_\_

Home Phone Number: \_\_\_\_\_ Date Referral Rec'd: \_\_\_\_\_

B. Company Name \_\_\_\_\_

Job Title: \_\_\_\_\_

Company Address \_\_\_\_\_

Work Phone Number: \_\_\_\_\_

C. Most impressive characteristics about the referral: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*These suspects are usually obtained from the Fact Finder and then introduced at a 3-step referred lead conversation (see The Referred Lead Conversation Process, page 9).*