

The Roadmap to Identifying Your Referral Sources and Partners

Referral Sources are usually companies who are servicing your customers, but with a different solution from yours.

Referral Sources are usually upstream from you and they are typically in a position to refer you to their contacts and clients – For your solution!

Referral Partners are also companies who are servicing your customers with a different solution. However, **Referral Partners** are typically downstream from you, and to whom you can usually refer business.

Both Referral Sources and Referral Partners can:

- Introduce you to their customers
- Help you serve your clients by introducing them to other business professionals that can bring solutions to problems they may be facing
- Introduce you to products, solutions, markets, and distribution channels you are unaware of

