

Client Ambassador Program

Creating a special group comprised of a subset of your clients can produce various remarkable results (including referrals and introductions).

Ideas

Here's how to organize your client ambassador program.

1. Selection

Choose anywhere from 10-20 of your top clients. They could be the largest, most profitable ones or not. Preferably the majority should be similar in profile to your prospective ideal clients.

2. Invitations

"Hi Elaine, we are organizing a client advisor group, and we'd love to have you participate. We call it the Ambassador club. It's a small group. You'll enjoy being a part of it."

3. Events

Hold dinner with time set aside for socializing in a private room of a restaurant or club.

4. Questions

Be prepared to lead the conversation. Here are a few questions to might ask.

- What are we doing that resonates with you?
- Is there anything we should be doing that we aren't?
- Could there be something we are doing that we shouldn't?

5. Member Conversations

Weave memorable stories and how to connect with an introduction into these discussions.

6. Cadence

Hold events every six months. Recognize those providing referrals and introductions.

Idea Sheets provide quick and actionable suggestions to drive more referrals and introductions. Visit the [Navigator website](#) often for new additions.