

CLIENT REFERRALS



VS



INTERNAL

EXTERNAL

WHICH IS BETTER?

You have a strong track record of work within the organization. Relatively little further 'testing' is needed.



You have a definite hard-start, but your referral contact will still likely want to validate basic competency.

ASSESSMENT

The 'onboarding' is usually partial. Additionally, you're already set up on payroll and internal systems.



If successful, you'll be onboarding a new account and forging a new relationship with a new account manager.

ONBOARDING

Internal referrals should at least fulfill your historic lead qualification criteria.



Prospect you are being referred to may not fulfill your lead qualification criteria.

QUALIFIED