

# The PAWS HQ Monthly MAGAZiNe

Serving our friends with open hands

**Cat  
accidentally  
becomes a  
god, goes  
viral**

**Friend or  
FOE ,  
Referrals?**

An exhilarating article on the science of good referrals...

Read about how our neighbors are helping our communities with donation of time, resources and funds...

**Interesting  
Individuals**

## New Friends Edition



Harnessing the Healing Power of Pets for Youth Mental Health



# The PAWS HQ

Monthly  
**MAGAZINE**



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Non-Profits  
The PAWS HQ  
represents and  
their introductions

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testimonial

5.0



**Taylor Luthringer**

Really awesome  
company & fast shipping!

Love the  
shampoo/conditioner for  
my dogs and my cats are  
obsessed with the toys!

**TCI Plumbing & Services**

Very friendly, good price  
and bigger package for  
the price. On arrived on  
time as promised. Highly  
recommend to use these  
guys.

**Guy Fleming**

It was simple and easy to  
navigate the website I enjoy  
going down there and  
ordering doggie treats for.  
My wife Looks forward for  
doing More business with  
this company. Totally  
satisfied.

Announcing our  
Starting line up for  
this season...

## Meet The TEAM

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Article:  
7 out of 10 Teens  
say they struggle  
with Mental Health



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Referrals Friend or  
FOE?

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Article:  
Cat accidentally  
becomes a god,  
goes viral

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--Supportive Housing for Veterans--Camp Centurion's mission is to provide local veterans, experiencing difficult transition from military to civilian life, with the essential secure environment, services and support they need to be able to finally "come home", regardless of the length of time since their discharge.



## NON-PROFITS



At Canine Companions, Ltd it is our mission to empower veterans with PTSD and children with autism spectrum disorder to live a life full of achievement and self-esteem. By providing veterans and children with service dogs, we will not only boost their confidence but also enable them to live a life full of achievement and self-actualization

## Community Involvement

The mission of Bit of Hope Ranch is to Reach, Rescue and Restore hurting children, families and horses through offering nature based and complete equine assisted therapy, wellness and educational programs. The purpose of the Ranch's Wellness Wheel is to empower people to take control of their mind, body and spiritual wellness by evaluating areas that need attention to strengthen their sense of identity.



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testimonial

5.0 ★★★★★

**Walter J. Hart Jr.**

Canine Companions Ltd is so grateful to have The PAWS HQ be one of our sponsors in the North Carolina area. We are asking everyone in this country to purchase their pet care products from The PAWS HQ.

**AJAK Cleans Charlotte**

**Awesome Communication!**



# OUR Starting Line up





**PURINA**



Now more than ever, kids are dealing with persistent feelings of stress, anxiety and depression. Research shows animal-assisted therapy can make a real difference.

### **Mental health determinants**

Adolescence is a crucial period for developing social and emotional habits important for mental well-being. These include adopting healthy sleep patterns; exercising regularly; developing coping, problem-solving, and interpersonal skills; and learning to manage emotions. Protective and supportive environments in the family, at school and in the wider community are important.

Multiple factors affect mental health. The more risk factors adolescents are exposed to, the greater the potential impact on their mental health. Factors that can contribute to stress during adolescence include exposure to adversity, pressure to conform with peers and exploration of identity. Media influence and gender norms can exacerbate the disparity between an adolescent's lived reality and their perceptions or aspirations for the future. Other important determinants include the quality of their home life and relationships with peers. Violence (especially sexual violence and bullying), harsh parenting and severe and socioeconomic problems are recognized risks to mental health.

Some adolescents are at greater risk of mental health conditions due to their living conditions, stigma, discrimination or exclusion, or lack of access to quality support and services. These include adolescents living in humanitarian and fragile settings; adolescents with chronic illness, autism spectrum disorder, an intellectual disability or other neurological condition; pregnant adolescents, adolescent parents, or those in early or forced marriages; orphans; and adolescents from minority ethnic or sexual backgrounds or other discriminated groups.



# TODAY ONLINE At thePAWSHQ.com



Home / All / Meow Mix Paté in Gravy Wet Cat Food Variety Pack, Surf n' Turf Patés 2.75 Ounce (Pack of 24)

**Meow Mix Paté in Gravy Wet Cat Food Variety Pack, Surf n' Turf Patés 2.75 Ounce (Pack of 24)**

\$15.00



## What an Effective Client-Referral Strategy Looks Like

•by Scott Edinger

There is no better source of leads and revenue than referrals that come from a company's clients. New clients that come from referrals advance through the sales process faster, have more forgiving negotiations and healthier margins, and tend towards greater loyalty. Why? Because they are already qualified and you begin with the credibility of a trusted peer. Yet most companies leave securing referrals from existing clients to chance or engage passively, if at all. The companies that successfully harvest this crop do so with intention and a clear strategy to leverage their current client relationships to drive new business.

Here is a no-fail approach to accelerating revenue through referrals that I've implemented with companies ranging from the Fortune 500 to mid-market businesses, and even other consulting firms.

### 1. Make referral business a central part of your go-to-market strategy.

The Sales Organization has to execute your strategy. So, in addition to your ideal client profile, competitive advantages, and precision about how your sales experience creates value, your strategy should clarify how you intend to attract new opportunities. Make it clear that proactive pursuit of referrals is a primary driver to increase pipeline growth and accelerate new business. Along with trade shows, advertising campaigns, and content marketing, all of which likely have detailed execution plans, ensure that proactive referrals are included as a priority initiative.

### 2. Manage the acquisition of referrals as a process.

Many companies have a sales process that helps guide the stages and actions required to advance an opportunity from contact to contract. In order to operationalize referral business, you'll want to do the same with discreet stages and actions for each stage. A simple process could look like this:

#### Identification.

The first stage is similar to prospecting in the sales process. It is entirely about determining which existing customers could refer you to another potential customer. While it's easy to say everyone can provide a referral (and they can), it's important to determine who is most likely to provide you with quality referrals. What are quality referrals? Those that match your ideal client profile and are at a level they can buy from you. Each of your sellers should have a target list of contacts they can begin reaching out to request referrals.

#### Request.

This stage consists of conversations with current clients asking them for an introduction to a new potential client. Let them know you have a favor to ask and set aside a time to talk. This will carve out a moment for your request so that it doesn't get lost amidst other conversation points. Let them know that your best clients usually come from your best clients. I recommend that you make two promises for anyone a client introduces you to. The first is that the conversation will be valuable and provide insight and expertise that will be useful to the referral, whether or not they do business with you. The second is that there will be zero sales pressure to buy anything at all. This demonstrates your commitment to the importance of relationships that are based on value, especially since you are asking someone to share their professional network with you. Your clients may not immediately know who else they can refer you to so expect a few interactions before there is a bona fide connection is made.

Continued next page





## What an Effective Client-Referral Strategy Looks Like

by [Scott Edinger](#) -

Continued from previous

### Preparation.

Make it easy for your clients to refer you to others by providing them with a sample email to use to make the introduction. Less tends to be more here as the goal here is to ensure your clients have an easy way to make the introduction.

### Introduction.

Follow up is key in this stage as it may take a number of conversations or reminders before your client makes the introduction. Until you have been introduced, the follow up is with your client and like managing a sales cycle, there is a balance between professional and persistent and being a nudge. I suggest following up 3–4 times, and if no introduction is made, let it go and come back to it 6–9 months later. Referral business is a long game.

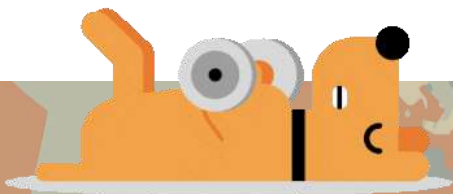
### Appreciation.

Once you've connected with the new referral, close out this process with a thank you to your client. It can be a simple handwritten note or something more elaborate, but don't forget this important task. After all, you want to recognize the trust they've put in you and encourage them to do it again. Some clients may make many referrals for you over time and you can continue to go back to them. If you've concluded the process properly, you lay the foundation to make the request again in the future.

### 3. Focus sales talent on execution of the process.

When revenue, net income, and business measures dominate discussions, it's easy to lose sight of other disciplines that create positive results. To create a sustainable stream of referral opportunities, make each stage of the referral process a priority in your sales organization. The skills of consultative selling are directly transferable to executing the referral process. All that's needed is leadership attention to keep it front and center. Individual coaching sessions will help to focus your sales team on the process, discuss any challenges sellers are having, and let them know how progress will be measured.

When considering metrics, use the scientific approach posited by [Daniel Stufflebeam: measure to improve — not to prove](#). Too much emphasis on metrics can yield lower quality referrals. If you overdo the drive to achieve a specific number of introductions or a certain level of activity, you'll probably get it — but it may not have the impact you wish for. Make your metrics a guideline for managing the activity but not an end unto themselves. Use them to coach areas of improvement in using the referral process and as a diagnostic to discover issues your team may be struggling with. Companies are always looking for approaches to drive the development of new business. Nothing builds new business more reliably than a sustained effort in gaining referrals from existing clients. What's more, as a marketing approach to fill the "top of the funnel," it is more likely to succeed than other campaigns and carries virtually no incremental costs. What it does require is a commitment to the strategy of leveraging existing client relationships and developing and managing referral acquisition as a prioritized process.





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# Featured Sponsor

## MR ELECTRIC OF GASTONIA



**Mr. Electric of Gastonia**

about an hour ago · 🌐

April showers bring... electrical surges? ⚡



power spikes and surges.

Contact us today to get surge protectors installed and safeguard your home!... [See more](#)

### Protect Your Devices With A Whole Home Surge Protector





## **Cat accidentally becomes a god, goes viral**

Clyde, a fluffy white kitty, went viral on Twitter when his owner, Amanda Hyslop, posted a photo she'd taken of him. By chance, she'd managed to catch his reflection perfectly in the window while photographing clouds, making it appear that the cloud-like cat had ascended to his rightful throne in the sky. "Took a pic of the cat lookin' out the window and accidentally turned him into some sort of god," she tweeted. People loved Clyde's regal pose. He hasn't let the 1.5 million likes go to his head, though, as Hyslop showed in a second picture of him lounging on his back in the sun. What else will make you smile? These [hilarious cat memes you'll laugh at every time.](#)

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**Thanks to everyone that has supported us in our growth  
We are grateful and humbled  
For our opportunities.  
God Bless**



Join Us in Welcoming Our Newest Investor!

**ThePawSHQ.com**



Serving Your Family With Open Hands

Welcome to The PAWS HQ, your one-stop shop for pet needs. As avid animal lovers, we understand the importance of providing your furry companions with the best products and services. With a wide range of pet food, supplies, and toys, we are committed to catering to every pet owner's unique needs and preferences.

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