



ISO Referrals



Why do businesses buy ISO Certification?

- To review processes and make improvements to how they work saving time and money
- Formalising processes can also reduce errors and improve consistency of service within a business
- To review their environmental impact and take steps to reduce this
- To enhance their reputation, stand out against competition and increase customer confidence
- To implement a framework of best practice which allows a business to grow seamlessly
- When bidding for work with new clients and moving into new markets, ISO will often be a requirement on PQQs and tenders (large organisations they want to work with will often insist they have it to work together)
- To review H&S and Information Security procedures and ensure these are kept up to date, protecting a business from potential breaches and fines

Main sectors that tend to buy ISO Certification:

Construction, Scaffolding, Manufacturing, Care, IT, Landscaping, Cleaning, Architectural

Listen out for:

- If a client mentions they are looking at ways to save money, increase efficiencies and improve their processes
- They are looking to grow the business or move into commercial markets
- If a business lacks organisation and structure
- They are trying to reduce their environmental impact and carbon footprint
- They hold lots of sensitive client data and need to show they have processes in place to protect this
- They work in highly competitive industries and need to stay ahead of the competition

Possible questions to ask to get an ISO referral:

- When was the last time you reviewed your processes?
- What are your plans for the business and are you looking to grow?
- What improvements have you made in managing waste and recycling?
- What type of clients do you work with?
- What tenders are you currently bidding for?
- How do you ensure you keep your current clients happy?
- How do you stay ahead of competition?
- What do you currently have in place to protect yourself from H&S/data breaches?

Examples of how to refer:



I am not the expert on this, but I can get someone to call you and talk through how an ISO could possibly help you with that...

OR



Before you go, I just wanted to mention that we have seen that ISO is relevant in your sector, is this something you have looked at as I could get someone to call you and talk you through it?

What makes a good ISO referral?

- The client has agreed to and is expecting a call within a 1 week timeframe (2 weeks max)
- They are aware there is an additional cost to the service
- There is a genuine interest or requirement for an ISO Certification

What's in it for you?

£120 - £400

per successful ISO referral

(dependent on annual audit fee)