



Get More Referrals Now!

By Bill Cates

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Sales legend Bill Cates uses his experience and expert knowledge to show sales professionals how to work smarter (not harder) by employing "The Four Cornerstones of Referrals" --relationship building and customer service, creating referral alliances and networks, prospecting, and targeting niche markets. Using Cates's easy-to-master referral-based selling techniques, readers:

- Work less and earn more by getting existing customers to work for them generating high-quality referrals
- Turn every business contact into a relationship and every relationship into a sales success story

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Get More Referrals Now! By Bill Cates Bibliography

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Editorial Review

Review

"The top 10 per cent of all salespeople make 50-100 per cent of their sales through repeat business and referrals. Bill Cates shows you all the secrets of getting and converting referrals into more sales. With Bill's powerful system, there are no more cold calls, only warm leads. It's a 'must read' for anyone in business." - Dr. Tony Alessandra, author of The Platinum Rule; "The program Bill delivered 15 months ago has had a lasting impact. Our advisors are acquiring new clients by referrals at a rate that's 40 per cent higher than the national average for our company." - Tim Holland, Field Vice President, American Express Financial Advisors"

From the Author

This book takes a fresh look at the power of referrals. Your awareness and thinking will shift, so your actions will become more powerful. You'll learn how to live a "referral lifestyle." Your selling will be more enjoyable than you ever thought possible. I guarantee that after you listen to these tapes your sales will increase dramatically.

The next time you call prospects, they will know who you are and why you're calling, and they'll be eager to speak with you! After listening to these tapes, selling will be like shooting fish in a barrel. You'll have fun and you'll make more money.

From the Inside Flap

When you make a cold call you usually get the cold shoulder. When you make a referral call, you usually get a conversation. Cold calling is a numbers game that wears you down. Using referrals is a relationship game that builds you up. Selling through referrals is easier, more pleasant, more professional, and brings higher profits with increased customer loyalty.

Are you using the incredible power of referrals to your full advantage? Have you reached the point of Unlimited Referrals? This powerful book will teach you how to: 1) Get more high-quality prospects. 2) Break through the voice-mail barrier and reach hard to reach buyers. 3) Get prospects returning your calls. 4) Create a reputation that opens closed doors. 5) Eliminate "cold call hell." 5) Increase customer loyalty. Get ready for a sizable boost in your sales!

Users Review

From reader reviews:

William Carroll:

This Get More Referrals Now! book is simply not ordinary book, you have it then the world is in your hands. The benefit you will get by reading this book is actually information inside this book incredible fresh, you will get data which is getting deeper a person read a lot of information you will get. This Get More Referrals Now! without we know teach the one who looking at it become critical in thinking and analyzing. Don't be worry Get More Referrals Now! can bring whenever you are and not make your bag space or bookshelves' grow to be full because you can have it in your lovely laptop even mobile phone. This Get More Referrals Now! having great arrangement in word in addition to layout, so you will not feel uninterested in reading.

Sheila Robinson:

Now a day individuals who Living in the era where everything reachable by match the internet and the resources included can be true or not require people to be aware of each details they get. How many people to be smart in getting any information nowadays? Of course the correct answer is reading a book. Looking at a book can help people out of this uncertainty Information specially this Get More Referrals Now! book since this book offers you rich info and knowledge. Of course the details in this book hundred per-cent guarantees there is no doubt in it as you know.

Marlyn Melia:

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Shantel McCary:

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