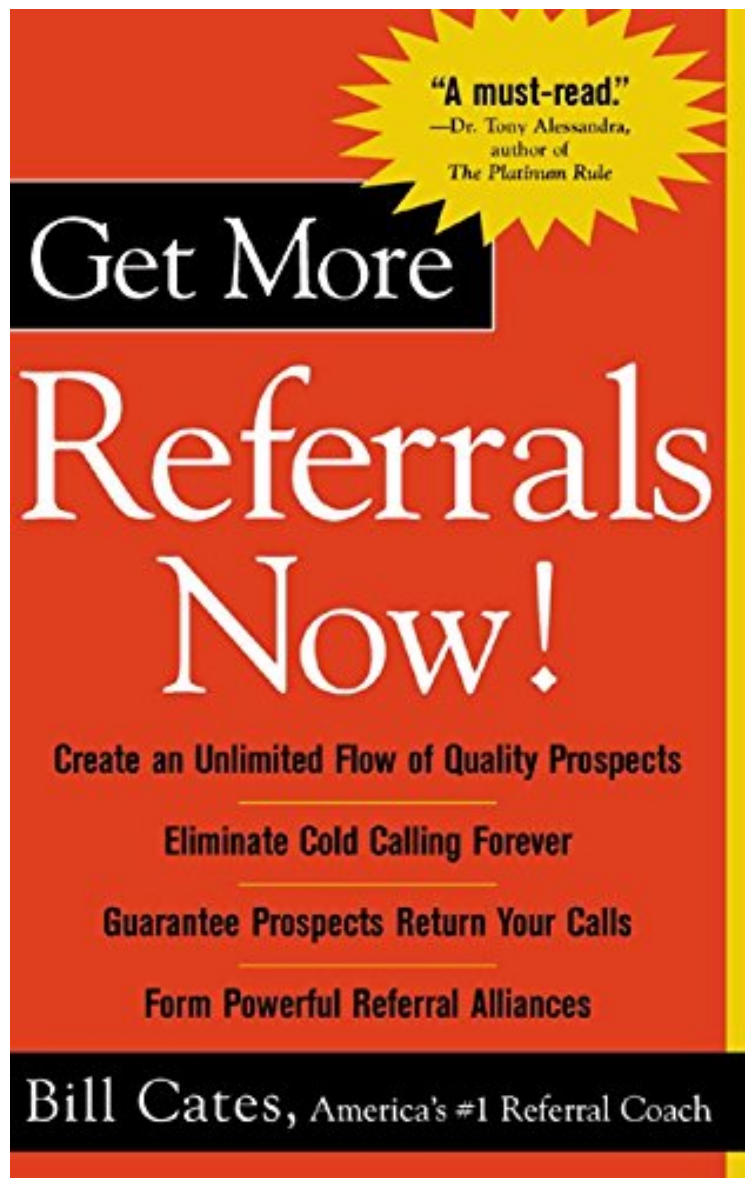


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Sales legend Bill Cates uses his experience and expert knowledge to show sales professionals how to work smarter (not harder) by employing "The Four Cornerstones of Referrals" --relationship building and customer service, creating referral alliances 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 referralsTurn every business contact into a relationship and every relationship into a sales success story

"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 read this book 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 reading this book, 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!