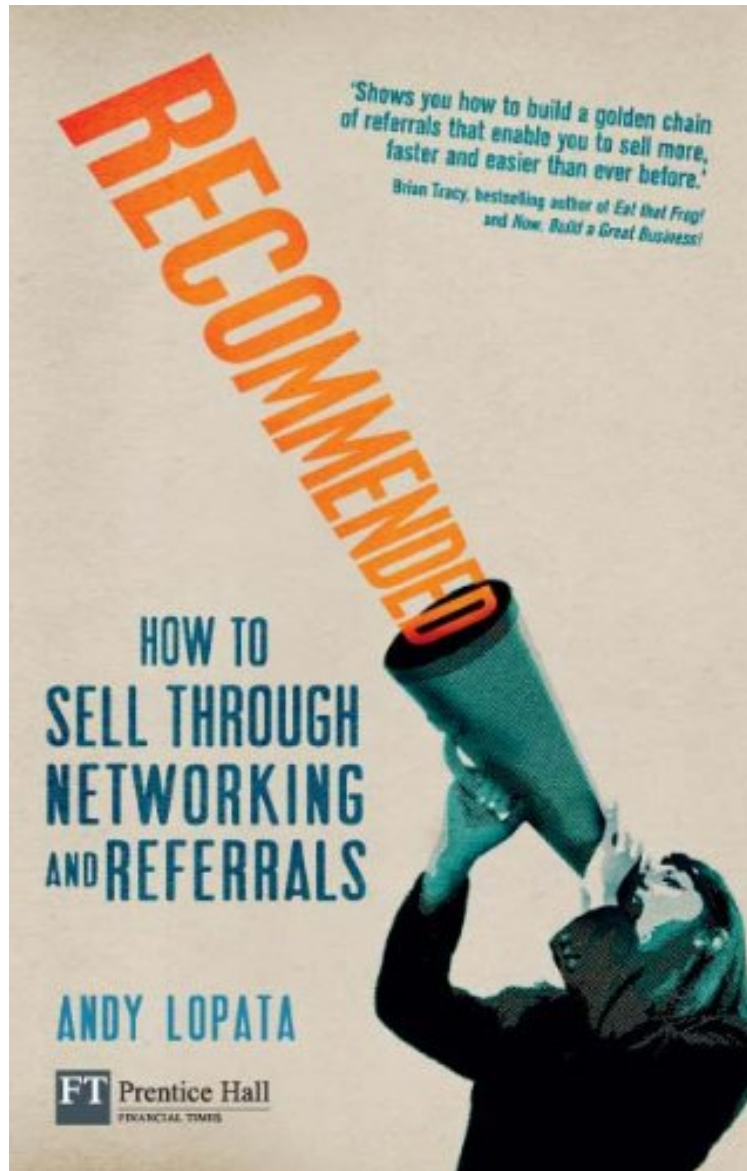


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Andy Lopata

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Andy Lopata : Recommended: How to sell through networking and referrals (Financial Times Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Recommended: How to sell through networking and referrals (Financial Times Series):

2 of 2 people found the following review helpful. Excellent for networking newbies and experts alikeBy Linda

Parkinson-Hardman The business of selling both ourselves, our products and services seems to have come full circle. In the old days before supermarkets we would buy everything we needed from the local store, we knew who the traders were, we knew the people that would be able to best solve our problems. Then came mass marketing and mass shopping, suddenly the rules of the game changed and we were buying on price; often ending up unhappy with the end result. With the advent of social networking online, we are once again becoming used to buying the things we want and need based on recommendations and suggestions from our friends. We are once again familiar with the reality and practicality of the 'recommendation'. This change has been a boon for the experienced networker, whose skills are honed to within an inch of their life. But what about those people who have yet to tread the networking boards, who know that 'word of mouth selling' is important but don't know what to focus on or where to start? Enter Andy Lopata and Recommended. This book is brilliant for both beginner and 'expert' alike; through practical step-by-step processes with excellent advice and stories to illustrate his explanations. This is definitely a 'must read' for everyone who is engaged in word of mouth selling, whether of their own books, products or services or someone else's. 2 of 2 people found the following review helpful. Unique among the category By Gabrielle Hase There are very few well-written self-improvement/business productivity books out there, and this is one of them. I'm not usually a fan of this genre, as I find them typically self-aggrandising and not very useful. I am thrilled to have found this book, then - Andy Lopata is an elegant writer who manages to impart really useful information and be motivational (in a matter-of-fact way) at the same time. You might think there isn't much new to add to the world of referral networking, but I'd say you are wrong. It's incredible to think how much you can get out of your current network, if only you do it right. I can't recommend this book highly enough and I've really enjoyed it. It's well worth the small investment in time. 0 of 0 people found the following review helpful. so learn from the master and watch your business grow via the power of referral networking By Adegrave;le M McLay Want to build and profit from your network? Then read this book! Andy is recognised as the UK's leading strategic networking expert, so learn from the master and watch your business grow via the power of referral networking.

Referrals and recommendations are the most effective drivers of new business. This book will show you how to make your business thrive by generating referrals and sales from your own networks cheaply, effectively and quickly. Written by Andy Lopata, who was christened 'Mr Networker' by The Sun and listed as one of Europe's leading business networking strategists by the Financial Times in 2009, Recommended will show you how to implement a simple yet effective strategy you can rely on to source the leads you need to keep your business flourishing. You will discover: How to generate more of the leads that produce better quality business, leads that convert more easily and more quickly into real sales Detailed guidance on how to use LinkedIn to generate referrals Practical, takeaway information which can be implemented easily in any business that needs to generate new sales

Idquo;Shows you innovative new ways of generating referrals that make getting recommended faster, cheaper and more valuable. rdquo; PQ Magazine 01st October 2011 nbsp; "...very valuable and in-depth guide providing useful summaries and checklists. nbsp; The book goes deeper into the nature of trust and understanding between people, which I consider essential for any meaningful endeavour, both personally and professionally." Amanda Phillips Head of Executive Development, IDDAS Women in Banking and Finance Magazine October 2011 Idquo;hellip;appealingly written with anecdotes and stories to illustrate different points hellip; the writing is clear, direct and active making it feel as if selling through networking and referrals is straight forward, so long as you do it well hellip; This was a well written book and would prove useful to professionals: nbsp; nbsp; nbsp; who already use networking and want some extra ideas nbsp; nbsp; nbsp; who haven't been sure how to use their networks to ask for referrals nbsp; nbsp; nbsp; who previously viewed networking as a bit of a chore, handing out business cards and getting no return nbsp; nbsp; nbsp; new to networking and want ideas about how to start nbsp; lrsquo;ll give lrsquo;Recommendedrsquo; 9 out of 10 and will use it as a regular reference for my own strategy. rdquo; Training Zone , 21/12/2011 "Whether you are an expert networker or a novice, the book is a practical guide that will reinforce that you need to build strong relationships to generate quality referrals. nbsp; Learn from a seasoned and recognized networking expert." Jason Jacobson, Networking Insight, March 20th 2012 From the Back Cover lrsquo; This bookrsquo;s in-depth, practical advice will show you how to both build and profit from the relationships in your network. rsquo; nbsp; nbsp; Ivan Misner, New York Times bestselling author and founder of BNI and The Referral Institute lrsquo; Should be a mandatory read for anyone pursuing a career in sales and marketing-related fields. rsquo; Colin Wright, Senior Vice-President, Global Sales Development, MasterCard lrsquo; Powerful referrals are the foundation for any successful business and this is a practical guide to both receiving and giving high quality introductions. rsquo; Nigel Kershaw OBE, CEO, Big Issue Invest and nbsp; Group Chairman, The Big Issue Company Ltd nbsp; HOW TO GROW YOUR BUSINESS WITHOUT EVER COLD-CALLING AGAIN Referrals are one of the oldest forms of marketing and we all know that a recommendation from a friend or trusted contact is worth far more than what we hear from an advert or a salesperson. Now there are new ways of generating referrals which make nbsp; getting recommended nbsp; faster,

cheaper and more valuable. If you don't have an effective strategy to get your business recommended by other people and to promote referrals through networking, you're missing out on the most powerful and least expensive way of creating new business. - Down-to-earth advice on how to generate better quality business leads that convert more easily and quickly into real sales - Practical, takeaway information which can be implemented easily in any business that needs to create new sales - Detailed guidance on how to use LinkedIn to stimulate referrals

About the Author