



Don't Keep Me A Secret: Proven Tactics to Get Referrals and Introductions (Business Books)

By Bill Cates

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Create an Army of Advocates for You and Your Business

Word-of-mouth, person-to-person connections matter more to your success than all the hard-sell strategies in the world. This ingenious self-marketing guide by America's #1 "Referral Guru" reveals surefire secrets that will help you to identify, and successfully meet, hundreds of high-quality referrals. Without spending a dime, you can shorten your sales cycle, increase your profits, and expand your network of friends and contacts--by giving them something to talk about. You will discover

- The 7 Deadly Referral Mistakes and How to Avoid Them
- 12 Ways to Get Great Prospects Calling You
- 10 Social Prospecting Ideas That Generate Referrals
- 6 Tactics for Stronger Introductions
- PLUS the 4-Point VIPS Method™ for Asking for Referrals

Whether you're a small business owner, self-employed worker, or company salesperson, referrals are the most inexpensive and effective way to drum up business. With Cates' techniques, you can establish a real name for yourself by making more connections, and more money, than you ever thought possible.

"I dare you to read this book and not come away with a dozen or more ideas you can put to use immediately." -Gerhard Gschwandtner, publisher, *Selling Power* magazine

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Editorial Review

About the Author

Bill Cates is the president of Referral Coach International, creator of *The Unlimited Referrals Marketing System*, and a well-known author, speaker, and consultant. For more information, visit his Web site at ReferralCoach.com.

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