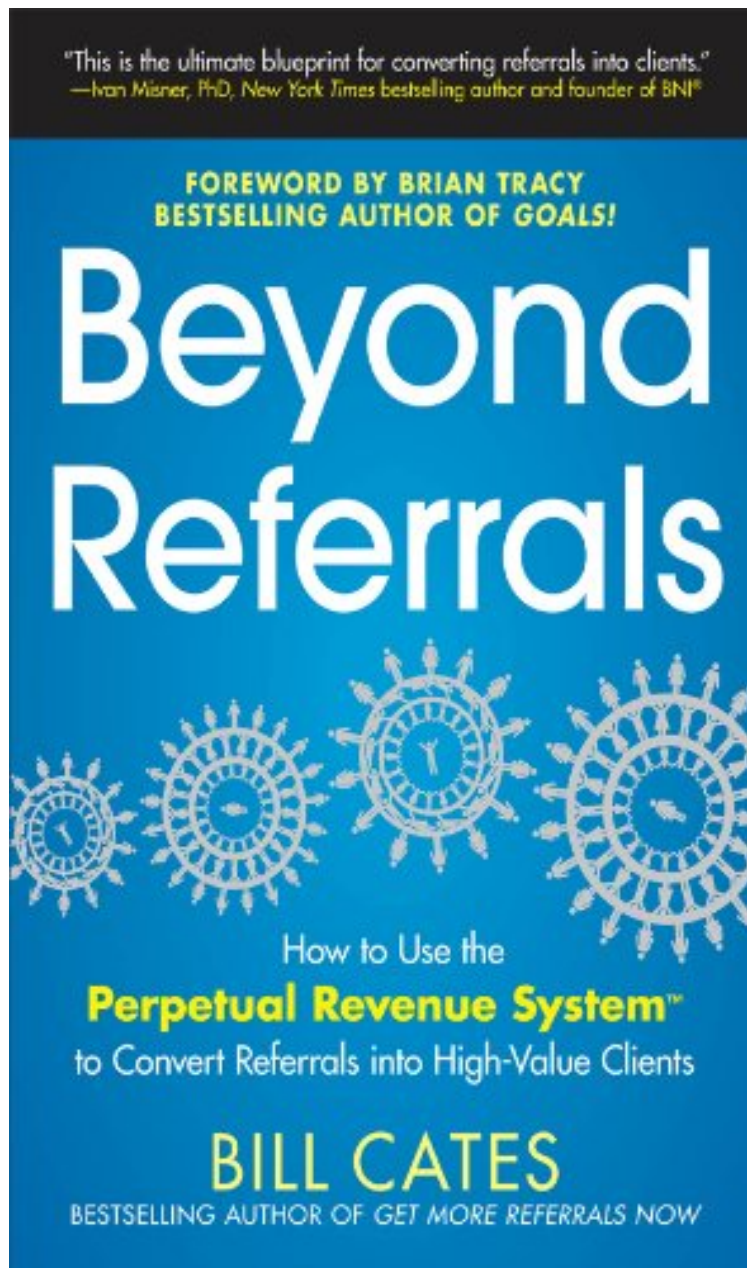


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Beyond Referrals: How to Use the Perpetual Revenue System to Convert Referrals into High-Value Clients

Bill Cates

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Referrals: How to Use the Perpetual Revenue System to Convert Referrals into High-Value Clients:

3 of 3 people found the following review helpful. THE book on referral selling.By Claude Whitacre authorAs a business author myself, I keep up on new methods of selling and prospecting. Wow. I read this book, after reading Bill Cate's first book Get More Referrals Now, and I'm glad I did.Here, you'll find out that "Introductions" are the key to making referrals work. You'll learn how to use e-mail to get introduced to prospects (Something I hadn't done before) and how to use voice mail and Twitter.You get several script examples for every approach, and the book is jammed with actionable advice. Truly THE book on referral selling in 2013 and beyond.I've read the 10 most popular books (on) on referral selling, and this one was the best of the litter. It's obvious Mr. Cates uses these exact same methods to sell his referral seminars...of course...by referral.His take on "Elevator speeches" was eye opening too.It's rare that sales ideas can be lifted straight out of a book, and used in the field. But I found several scripts that I'm using as is They are that good.1 of 1 people found the following review helpful. Beyond Referrals - A Roadmap for SuccessBy JFHurleyWith "Beyond Referrals", Bill Cates once again speaks with a refreshing voice that stands out among the many others in the universe of sales training. Rather than rely on rehashing tired clichés, he writes with humor and a singular core belief: providing great service to clients is the key to not only asking for, but expecting great referrals from clients in return.However, despite how firmly held, that belief may be necessary but still not sufficient for success. In this book, Cates provides the roadmap by giving the reader chapter after chapter of detailed action steps to take. Follow each step, like a set of directions from GoogleMaps, and you're almost certain to reach your destination. It's actually much like a cookbook — make sure you have all the ingredients, follow the step-by-step instructions and results are essentially guaranteed.As I think back on the many years I spent in the sales arena, I regret that I didn't have the wisdom of Bill Cates to guide me. Though successful in meeting my goals, I feel certain I would have enjoyed even greater success without all the time and energy wasted on cold-calling and ramming through the gatekeepers. Mastering the art of using referrals would have been so much more productive. I recommend Cates' latest book to anyone in sales who aspires to do less, yet accomplish more.4 of 5 people found the following review helpful. Great Info!By Lester PickerJust finished reading Beyond Referrals by Bill Cates and all I can say is Wow! I have been a Cates fan ever since I read his first book, Get More Referrals Now! As a small business owner, I have put his suggestions to use the past five years and have seen my business grow considerably.The thing is that his ideas make sense. Cates writes in a clear voice that's not condescending or "preachy." I found his suggestions to be highly practical and easily implemented. Once you get the hang of it, the process of asking for referrals becomes second nature.Cates' ideas got me to thinking more creatively about referrals and I recently started a wine-and-cheese party promotion after each of my big photo installations for clients. I pay for the event and the client invites referral potentials to the event. They get to see my work and, as Cates points out, I have instant credibility by virtue of my client inviting them. It never fails to land new clients.I recommend the book for those seeking to boost their business with a proven methodology.

More Introductions! More Appointments! More Clients! You face four hurdles to gaining new clients: finding enough of the right prospects, getting their attention, making the sale, and multiplying your clients through referrals. While referrals are important, they're not the endgame. Beyond Referrals helps you turn referrals into introductions, appointments, and sales--showing you how to turn referrals into introductions to the prospects who are eager to hear from you. Then, you'll learn proven ways to convert a high percentage of prospects into high-value clients. "Bill's referral system is being used throughout our company because the results are undeniable. He has truly revolutionized the way our advisors are acquiring new clients through referrals. This book will turbocharge your client acquisition!" -- JOE JORDAN, Senior Vice President, MetLife "Beyond Referrals is a gold mine of value-based, profit-creating information. Utilizing Bill's Perpetual Revenue System, we learn that obtaining the referral is only the first step in an ongoing and very profitable cycle." -- BOB BURG, coauthor of The Go-Giver and author of Endless Referrals "Beyond Referrals explains how to avoid leaving money on the table from what I call the 'second sale.' You can read this book and double your business, or you can merely work twice as hard. That's not much of a choice." -- ALAN WEISS, PhD, author of Million Dollar Consulting and Million Dollar Referrals This is the ultimate blueprint for converting referrals into clients." -- Ivan Misner, PhD, New York Times bestselling author and founder of BNI

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