



REFERRALS, The Professional Way: 10 Strategies for Networking with Top Clients & Centers of Influence

Frank Maselli

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It's Time For The TRUTH!

One of the greatest lies you've ever been told in your career is, *""Referrals are easy. All you have to do is ask for them!""*

In fact, getting referrals from your top clients and centers of influence like accountants and attorneys may be the most difficult thing you ever do. If you are like most advisors, you've been using the same worn out techniques for decades and they don;t work. Even worse, they may be sending your best people the wrong message about you, your business and your stature as a professional.

It's time to learn a new way...a powerful process for making referrals a core part of your business. No more *""begging for names""* or clever conversational Kung Fu. No more clumsy and aggressive techniques that make you look like a slick salesman.

Welcome to the new world of the professional referral where your understanding of the client will bring your entire business up to a new level of success and enjoyment.

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People live in this new morning of lifestyle always try and and must have the free time or they will get large amount of stress from both day to day life and work. So , once we ask do people have extra time, we will say absolutely yes. People is human not really a huge robot. Then we request again, what kind of activity are there when the spare time coming to anyone of course your answer will certainly unlimited right. Then ever try this one, reading publications. It can be your alternative in spending your spare time, often the book you have read is REFERRALS, The Professional Way: 10 Strategies for Networking with Top Clients & Centers of Influence.

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