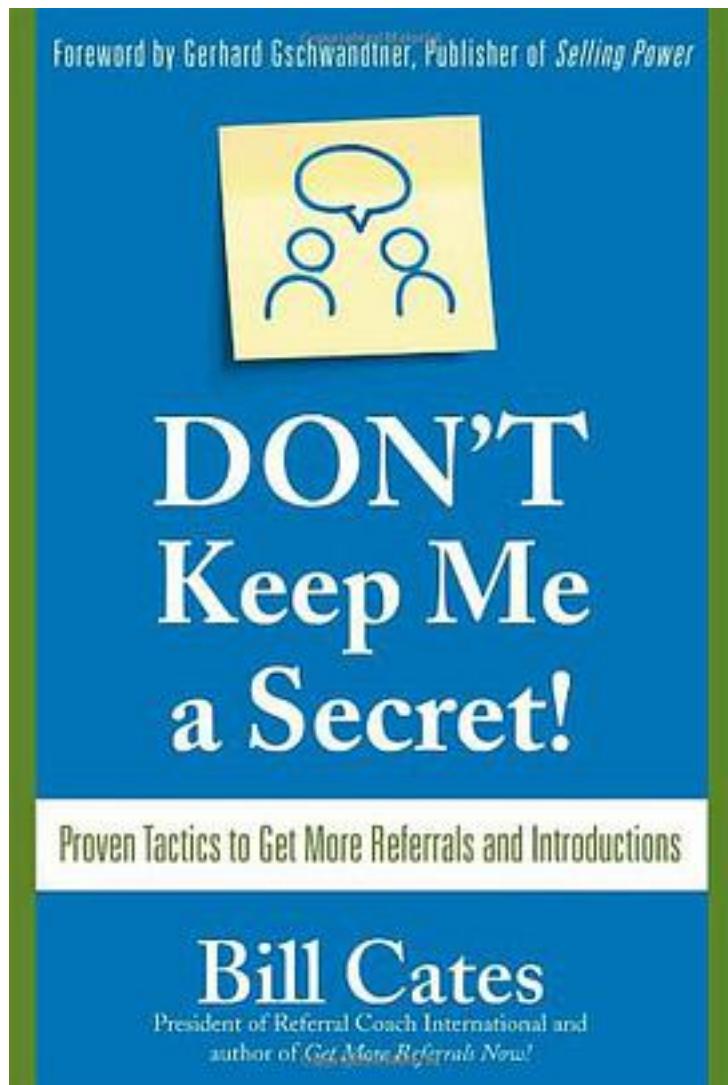


# Don't Keep Me a Secret



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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 MethodTM 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

作者介绍:

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