



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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