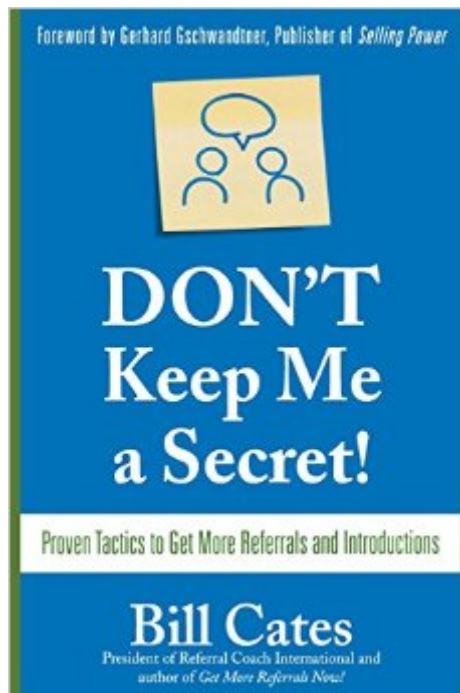


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Don't Keep Me A Secret: Proven Tactics To Get Referrals And Introductions



Synopsis

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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Customer Reviews

Bill Cates wrote *Get More Referrals Now!* in 2004. At the time, the best book on gathering referrals ever written. This book offers a few additional ideas, but my advice isn't to buy it. My advice is to buy the author's new book *Beyond Referrals: How to Use the Perpetual Revenue System* to

Convert Referrals into High-Value Clients. The new book is far more complete, and is really a very updated version of Get Referrals Now! So, even though this isn't a bad book, it's a very superficial read. For the real in depth information, buy Beyond Referrals: How to Use the Perpetual Revenue System to Convert Referrals into High-Value Clients, also by Bill Cates.

I recommend this book to people all the time. Ask yourself how much business you get from referrals. If you say "I get a good deal of business from referrals" then you need this book. You will have strategies to get more. If you are not getting any referrals now, it's obvious that you need this book. I use the title of the book in my marketing all the time. I also ask for "introductions" over referrals. Definitely get this book. If you get one piece of business out of it, you've more than paid for the book.

If you are looking for a good book on generating referrals, I'd suggest going with Bill Cates' other book, "Get More Referrals Now." If you already have that one and just want a complementary book (like me), I don't think it's a waste of money, but I don't think it's necessarily a huge benefit.

I found this book helpful, it was the structured approach that I found most helpful. There were points that most folks will know, but a refresher is not a bad thing. There are good strategies - the first is most do not having a plan to for securing introductions and then we forget and don't work on using our non-existing plan. The important part is to create recognized value for your client and make suggestions for introductions. The most important item you can take away is to make this process a part of each agenda and meeting.

Love the book and the ideas. Have used them to help the frontline employees at work to increase their confidence and expertise in both the quality of work product and in obtaining clients through referrals to build their book of business. Not a hard sell technique. Soft touch and is not offensive.

This is a solid book. I'll admit that I first bought it after hearing Mr. Cates speak at a financial advisory conference, where he elaborated on a number of the points in this and his other books. In short, there are some solid strategies for networking and asking for referrals; and the two biggest mistakes most folks make is (1) not having a plan to ask for referrals and (2) not putting that plan into practice (which is I think the last chapter of the book -- you need to practice and perform, not just read about it.) In either case, this book will help you create the plan, overcome the fear of

asking for referrals by showing your clients that you want to help them help their friends, and then making referrals part of your business life. Overall, this has been very helpful to me in my career... even adding the catch phrase "Hey, don't keep me a secret" has gotten me results.

I'd give this 10 stars if I could!! Bill shows you the quickest and easiest way to attract more business. I love the 6 tactics for Stronger Introductions. He starts with the very simple but hardly ever asked question, "How would you like to introduce me to George?" That's brilliant and puts the person referring you in the driver's seat. Then the author suggests you strategize with your contact by saying, "What do you think you need to say to George to get him interested in talking with me?" All of Bill's books and live workshops give practical, easy to adapt formulas. Once you learn them they become second nature and your preferred way of doing business. Why not gather 3 or 4 business people together, so you can read and coach each other using Bill's book. Once you practice a bit with each other, reminding you clients of "Don't keep me a secret!" will be as natural as breathing.

Lynne Waymon, co-author of *Make Your Contacts Count* (AMACOM, 2nd edition)

Finally a book with the answers I've been looking for! This book should really go under the category of how to network. I've always wondered what you do when you meet that one person that could potentially help you move forward with your career and Bill Cates pretty much gives you the script for what to say to that person. I like this book because it doesn't rely primarily on anecdotes to get his point across. Too often I read book like this and hear nothing but clever stories about how someone was lucky enough to succeed when all I really need is just the answer to how to do something. Don't get me wrong, Mr. Cates uses examples like any good writer does, he just does it effectively. The suggestions given in this book seem to be doable to the average business person. A definite must read for any ambitious business person.

Christian Skelley
Editor of *Yo, Kid! I DARE You to Read This: 7 Short Stories for Teenagers*

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