

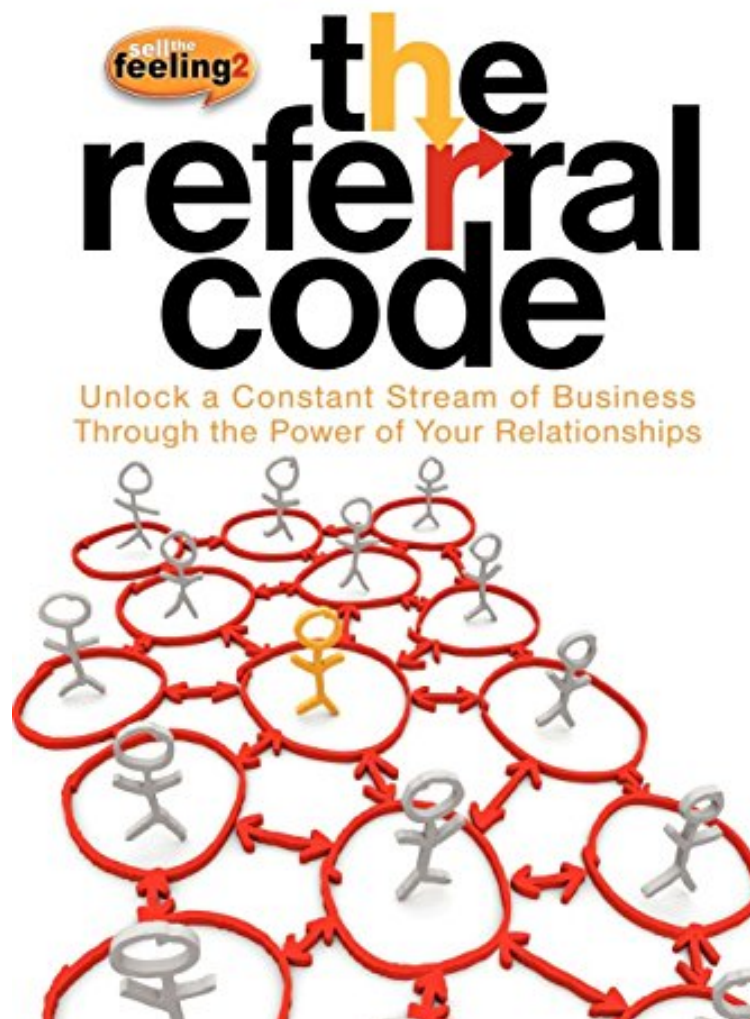
(Download pdf) The Referral Code: Unlock a Constant Stream of Business Through the Power of Your Relationships

The Referral Code: Unlock a Constant Stream of Business Through the Power of Your Relationships

Larry Pinci

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Larry Pinci and Phil Glosserman



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Larry Pinci : The Referral Code: Unlock a Constant Stream of Business Through the Power of Your Relationships before purchasing it in order to gage whether or not it would be worth my time, and all praised The Referral Code: Unlock a Constant Stream of Business Through the Power of Your Relationships:

1 of 1 people found the following review helpful. A simple and effective method of building referrals. By Monty Rainey No matter what business you are in, if a large percentage of your leads are not coming from referrals, you're

missing a very important aspect of generating new business. In their book **THE REFERRAL CODE**, authors Larry Pinci and Phil Glosserman will show you how to carry exactly what the sub-title suggests; how to **UNLOCK A CONSTANT STREAM OF BUSINESS THROUGH THE POWER OF YOUR RELATIONSHIPS**. If you've read Pinci Glosserman's earlier book, *Sell the Feeling*, then you know this book is well worth reading. This is a business allegory and is a continuation of sorts of the allegory told in their earlier book. Neil, the main subject in *Sell the Feeling*, is now married to a young woman named Jennifer. When Jennifer finds herself under the supervision of a new sales manager that is a big advocate of cold calling and has set almost untenable benchmarks, Neil suggests she turn to his old mentor, Sam for guidance. In the story that follows, Sam takes Jennifer under his wing and over the next few weeks, lays out a plan for generating new business that he calls the referral code. Pinci and Glosserman do a superb job of covering every detail you need to know to put the referral code to work for you no matter what business you are in. I am convinced if you follow what is outlined here, you will generate more referrals than you have ever had. When you are baking, unlike stove top cooking, you're not really following a recipe, you're following a formula and that formula must be carried out with precision and in the proper order. That's what the referral code is. It's a formula that when carried out step by step, will produce the results you are looking for. More and more today, we are finding books offering additional on-line information and tools, only most of the time that additional information doesn't amount to much. I've had a chance to look this over the free additional online information here can be put to work immediately to help you implement your own referral code. I really enjoyed reading the free download; "What Every Business Person Needs to Know About Making and Maintaining Agreements". If you manage a sales staff, you will find very useful information here. I've read a few other books about building referrals and they've all been helpful, but *The Referral Code* outlined by Pinci Glosserman is the simplest and makes the most sense. This is a common sense approach to putting the power of networking to work for you. I highly recommend this book. 1 of 1 people found the following review helpful. a Must Read By Sue I just finished Phil and Larry's Referral Code and loved it. It is a quick read and loaded with so many great ideas, many of which are just a common sense way of looking at asking for referrals. I can't wait to start using their systems as I know it will increase my referral business substantially. The best part of the book was hearing when is the best time to ask for referrals as we all have passively asking for a referrals at the wrong time. Great job guys as the story telling is the best way to convey the message. I just ordered 10 copies to give to people. I am 100% confident this book if used correctly is worth its weight in gold. Anthony 0 of 0 people found the following review helpful. The RIGHT way to ask. By Paul Csengeri I have been sitting on a gold mine of both personal and business relationships but did not know how to convert them into profits. In "The Referral Code", Larry and Phil have given me an easy to follow road map to \$\$\$\$\$. I have am in real estate and have several patents on products. In the short time I have put "The Referral Code" into practice, I am already seeing results. Yes people really want to help me! Also, if you haven't read "Sell the Feeling" by Larry and Phil, you should. It helped me land a my biggest account!! Thanks guys.....Paul

Referrals are the easiest, most effective path to more business and greater income. Unfortunately, most people fall way short in the number of referrals they receive because they misunderstand the "referral game" and lack a system for generating warm business leads. "The Referral Code" shows you exactly what it takes to receive a constant stream of qualified referrals through your existing relationships, including how to have people refer you, happily, willingly, and more often; avoid the 3 biggest mistakes that sabotage referrals; receive referrals that are warmed up and expecting your call; and attract referrals regardless of the current market conditions. Providing great service or products is simply not enough to motivate most people to refer you. Without an effective referral system, you are missing out on business and income that could be yours. Read "The Referral Code" and discover how to receive more referrals now, and throughout the life of your business.

"Businesses spend thousands on marketing and advertising, yet frequently overlook the greatest potential source for new business leads: their existing relationships. "The Referral Code" lays out a simple, highly effective system for motivating your clients, friends and associates to connect you with the people they know who need what you offer."?- Daniel H. Pink, author of "Drive and A Whole New Mind"