

# BIOGRAPHY

## Bill Cates, CSP, CPAE

Bill Cates is the author of three popular books on referrals. Unlimited Referrals and Get More Referrals Now! have revolutionized the way financial professionals generate abundant referrals, and have established Bill as the financial services industry's foremost expert on building a thriving referral-based business. Bills newest book, Don't Keep Me a Secret! was recently released by McGraw-Hill. Bill is the president of Referral Coach International and the creator of *The Referral Advantage Program*®.

Bill's *Referral Advantage Program*® has been featured in such publications as Success Magazine, Entrepreneur Magazine, Selling Power and The Wall Street Journal. And his own business success has been featured in Money Magazine.

Thousands of financial professionals are using Bill's Referral System to build their practices with quality referrals.

Bill's seminars are high energy, and high content. Bill is the kind of speaker who prefers to talk with his audience instead of talking to them. Therefore, you can expect a highly interactive session. You can also expect to receive powerful and practical strategies that will have an immediate impact on your business.