

Table of Contents for Bill Cates' Don't Keep Me a Secret

Part One: Prepare Yourself for Referral Success

Chapter 1: Seven Deadly Referral Mistakes—Are You Making Them?

Chapter 2: What's in It for You?

Chapter 3: Become a Student of the Referral Game

Part Two: Tactics and Strategies to Get More Referrals

Chapter 4: Get Great Prospects Calling You

Chapter 5: Tap into the Power of Social Prospecting

Chapter 6: Plant Referral Seeds Now—Reap Referrals Later

Chapter 7: Leverage Your Value by Asking for Referrals

Chapter 8: Get Introduced and Show Your Appreciation

Chapter 9: Create Your Networking Sales Force

Chapter 10: This Book Is Worthless, Unless ...