

MARK WILENSKY

Referral Coach™

Mark Wilensky is a certified Referral Coach™ and an expert at implementing Bill Cates' Unlimited Referrals® Marketing System.

In his 20 years of sales and sales management training, he has always taught a “partnership approach” – working with clients for only win-win outcomes.

Mark's presentation style is dynamic, genuine, and results oriented. Audiences appreciate his ability to help them solve real sales and sales management challenges.

Mark Wilensky and Bill Cates have been working together since the late 80's. Together, they have helped thousands of salespeople and sales managers increase sales by leveraging client relationships with referrals.



SEMINARS AND TRAINING PROGRAMS

Sales Management

- Building a Stronger Referral Culture
- Managing the Referral Process
- Managing to Break Quotas
- The Five Keys to Superior Sales Management

Sales & Marketing

- Prospecting for Referrals
- Qualify Hard, Sell Soft
- Motivating Your Client to Yes!
- Powerful & Professional Negotiation

Mark's Client List Includes:

AIG, Merrill Lynch,
Ameriprise Financial, Met Life,
Time Inc., New York Life,
Prudential

REFERRAL COACH
INTERNATIONAL

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“Mark Wilensky has helped to take our company from a fledgling 8(a) to a dynamic leader in systems engineering for the U.S. Defense Department. He personally has taught me more about selling than anyone I've ever met.”

Dick Otero, founder and CEO
RJO Enterprises

“The key people in business development for us are our project and program managers. Our training with Mark Wilensky has helped them evolve into savvy marketers who come away with real answers we can take to the bank. His subtle sales approach will work in any environment.”

Don Alducin, CEO
HJ Ford Associates

“Mark Wilensky has a unique ability to teach how to get the most from every sales situation, and this has helped me grow my business and serve my clients to levels I never thought possible.”

Ted Schumacher, CLTC
Schumacher and Associates