

BILL CATES

Introducing Bill Cates, CSP, CPAE

[Note to Introducer: Take your time. Don't rush. Thanks for introducing me!]

Everyone here knows that growing a business – increasing sales – through referrals is the most effective and most enjoyable way. Yet most businesses and salespeople have not created a culture of referrals within their business and are leaving money on the table.

Today we're in luck because we have with us an expert on how to build a business through referrals. Bill Cates' books *Get More Referrals Now!*, *Don't Keep Me a Secret!*, and *Beyond Referrals* have revolutionized the way the businesses generate an abundance of referrals that lead to new clients or customers.

Bill's client-acquisition system has been featured in *Success Magazine*, *Entrepreneur Magazine*, *Selling Power Magazine*, *The Huffington Post*, and *The Wall Street Journal*.

Bill is also somewhat of an adventurer. He has trekked through the Himalayas of India and Nepal, lived on a houseboat in Kashmir, climbed Machu Pichu, reached the summit of Mt. Kilimanjaro, camped in Arctic Circle... and has toured the country as the drummer in a rock and roll band.

The most important thing for you to know is that thousands of small business owners and salespeople are using Bill's system to attract a steady flow of high-quality clients through referrals.

I hope you're ready for a dynamic... high-content program. Please help me give a **warm** welcome to **Referral Coach** . . . Bill Cates!