

BILL CATES

Note: This is not an introduction for Bill. This is a bio that can be used in promoting his program. If you need an introduction, please let us know. Thanks!

Bill Cates, CSP, CPAE

Bill Cates, CSP, CPAE, is widely recognized as the financial services foremost expert in how to build a thriving referral-based business. His books, Get More Referrals Now! and Don't Keep Me a Secret! have revolutionized the way financial professionals are acquiring more and better clients through referrals. And his latest book, Beyond Referrals, is a groundbreaking next step in client acquisition strategies. Bill is the president of Referral Coach International and the creator of *The Referral Advantage Program*[™] and *The Referral Champions System*[™].

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

Bill has spoken at the prestigious Million Dollar Round Table 6 times, including the main platform in the US, Korea, Malaysia, Australia, and India. Thousands of financial professionals are using Bill's Referral Advantage Marketing System[™] to build their businesses with quality referrals and personal introductions.

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.