



## **BIOGRAPHY for Bill Cates, CSP, CPAE**

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Bill Cates is a high-energy speaker who motivates by sharing proven ideas and strategies that work. Bill has helped over 20,000 small business owners and salespeople build thriving referral-based businesses – where the phone is ringing with referred customers/clients. And Bill has helped large companies increase sales and cut hundreds of thousands of dollars in marketing expenses at the same time!

Bill Cates is the author of three popular books on referrals: *Get More Referrals Now!*, *Don't Keep Me a Secret!*, and *Beyond Referrals: How to Use the Perpetual Revenue System to Turn Referrals into High-Value Clients.* Bill is the president of Referral Coach International and the founder of The Referral Coach Academy.

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'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.