

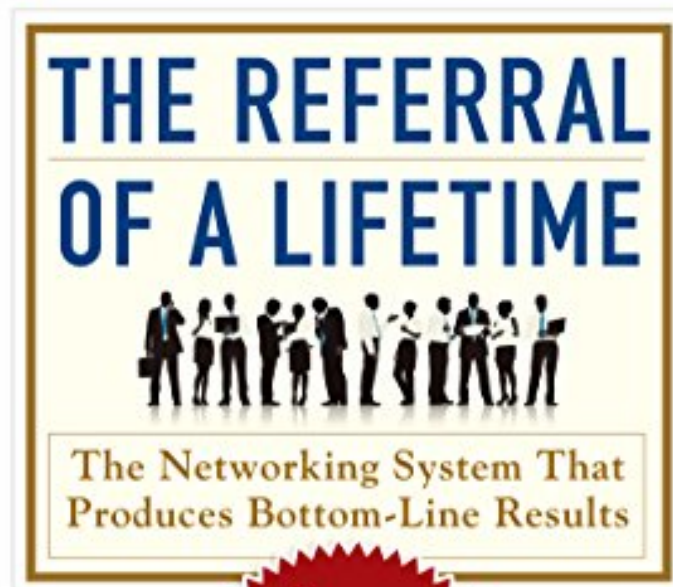
(Online library) The Referral of a Lifetime: Never Make a Cold Call Again!

The Referral of a Lifetime: Never Make a Cold Call Again!

Tim Templeton

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SECOND EDITION, REVISED AND EXPANDED



Never
Make a Cold
Call Again!

TIM TEMPLETON

FOREWORD
BY KEN BLANCHARD

SECOND EDITION

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Tim Templeton : The Referral of a Lifetime: Never Make a Cold Call Again! before purchasing it in order to gage whether or not it would be worth my time, and all praised The Referral of a Lifetime: Never Make a Cold Call Again!:

0 of 0 people found the following review helpful. Loaded with gems for businesses with heartBy J. GreenWhile I

found the storyline a little kitschy, it did help make the assimilation of the business process steps very easy and even fun. I was able to read through and do the assignments pretty quickly myself and am excited to implement this process in my own business. 2 of 2 people found the following review helpful. Simple, solid principles
By R MarrGreat, easy read that uses a somewhat hokey style in an endearing way to communicate simple, solid principles and the supporting action plan so that you can transform your business and your life. 1 of 1 people found the following review helpful. Five Stars
By ARMEactly as described!

Your Best Prospects Are Referred Prospects! Nobody likes cold calls. And nobody really needs to make them. The Referral of a Lifetime teaches a step-by-step system that will allow anyone to generate a steady stream of new business through consistent, qualified referrals while retaining and maximizing business with existing customers. Tim Templeton emphasizes the importance of applying the golden rule in business—putting the relationship with your customer first, rather than just making the sale. This second edition adds a technique for creating a profile of your ideal customer and explains how to reach the tipping point on online reviews and testimonials so you can expand your business 24/7. Your customers, colleagues, and friends already know every new contact you will ever need to succeed. When you apply Tim Templeton's system, they will naturally refer those potential new customers to you.

“If you're ready to boost your sales and have 'em rock to the top, read and use this book.”—Mark Victor Hansen, coauthor of the #1 New York Times bestselling Chicken Soup for the Soul series
“Tim has done it again . . . this new edition of The Referral of a Lifetime is so full of wisdom and relationship truths. In a world where we're buried in noise from email, social media, and technology, it is even more important to go back and focus on people, building trust and focusing on the individuals who will help us grow as we build meaningful connections. This book is even more of a necessity today and Tim nails it!”—Thomas Gay, CEO, Refer.com
“The huge moneymaking power of a top-notch referral system is one of the last great untapped 'secrets' in business. Don't believe me? When was the last time a company you really liked asked you for a referral? With this book Templeton has done us all a huge favor by turning on the lightbulb and showing us exactly how to cash in. It's a total game changer. Now it's up to us to slap our forehead, wonder how much more money we could have been making—and then ‘sin no more!’”—Richard Rossi, CEO, The National Academies
“If you're looking for success and think something is missing, perhaps you're really seeking a life of significance. By following the steps in Tim Templeton's book, The Referral of a Lifetime, you'll find the path to both success and significance. It's an important book regardless of your age or stage in life; don't miss it!”—Phyllis Henneey Hendry, President and CEO, Lead like Jesus
“As a financial services wholesaler with thirty-five years of experience, I witnessed the profound impact the first edition of The Referral of a Lifetime had on the thousands of financial advisors who adopted and executed Templeton's referral strategies. This new edition is even more relevant and allows all those in our industry who implement its processes to take their game to the next level!”—Lou Tumolo, author of Consigliere
“For anyone in sales—and who isn't?—the dreaded work is the continuous search for new business. Tim Templeton's book, The Referral of a Lifetime, takes all the sweat, tears, and frustration out of that. Here you have a step-by-step system to create the dream—a continuous flow of referrals! I found the five combinations to unlock those referrals a fantastic process to get the whole system going. I was reminded of the importance of online reviews and his very simple Relationship Development Program. Normally I find the appendices of books to be somewhat useless, but Tim's appendix is a treasure. There you have outlined a complete plan to implement the excellent system. I would highly recommend this book to anyone, whether you are starting out or a more seasoned campaigner like me. It is a treasure trove of great, practical, and implementable strategies.”—John Murphy, John Murphy International
“The principles taught in the first edition of The Referral of a Lifetime deeply impacted how I've approached relationships and business over the past two decades. Thank you, Tim, for teaching us how business should and can be transacted—how to do so with integrity and honesty and with the customer's needs, desires, and hopes first and foremost. This new edition includes and incorporates social media and social proof elements of building relationships and many additional nuggets of wisdom. Based on the significant updates in this revised and expanded edition, this book is now even more timely and essential for every businessperson. It's for anyone in the marketplace who wants to find true success—and do so with the utmost integrity.”—Kyle Robinson, CEO, www.BizSchoolofHardKnocks.com
“Experience the 10x difference The Referral of a Lifetime can make in your business while you serve others without selling.”—Joe Foley, CEO, Disk.com
“The core methods of building a referral-based business will never change. They haven't changed in thousands of years! But the way we execute these methods are ever-changing. That is why it was with great honor and excitement I sat down to review the revised The Referral of a Lifetime. I read the first edition years ago and used it successfully to train my entire sales organization. Now a bestselling author and owner of a marketing firm, I find Templeton's methods are more important than ever! This revised and expanded edition takes what was already wonderful and makes it perfect—the perfect combination of the latest and best strategies with those that are timeless. I will be giving this book to all of my clients!”—Everett O'Keefe, bestselling coauthor of Books to Bucks
“The Referral of

a Lifetime is one of those rare books that you buy for the topic, because who doesn't want more referrals? But this book is so much more. The Referral of a Lifetime is a combination of a compelling story and a powerful business building lesson. And hidden within this profit-boosting information is a strategy that can best be described as 'life-enhancing.' That's right! This book will not only help you build your business; it will help your mindset as well. You will also enjoy the action steps, work sheets, and sample letters you can use in your business. And the best part is, you can read The Referral of a Lifetime in a couple of days!

—Jim Palmer, The Dream Business Coach

After reading the latest edition of The Referral of a Lifetime, you will never look at personal and professional relationships the same. You will go deep—really deep—and it will change you forever.

—Tommy Spaulding, New York Times bestselling author of The Heart-Led Leader and It's Not Just Who You Know

This new edition of The Referral of a Lifetime presents in a very readable parable the timeless principles of how people really should treat one another. The simple but profound techniques for building and maintaining relationships are priceless gems. Anyone who's in business (pretty much all of us), should study and implement this book's referral processes. It is a masterpiece written by a master teacher.

—Craig Case, Senior Vice President, Zermatt Conference and Learning Center

A good book is one that educates. A great book is one that inspires. The Referral of a Lifetime accomplishes both. It is a book that can change your life forever. It's an absolute game changer for those interested in tapping into their own authenticity and the power of relationships and referrals. It's so essential that it's now required reading for our 150 franchisees and their teams. We have adopted all of its principles and made this book's referral system integral to our new franchisee training.

—Joey Osborne, founder, TMA Franchise Systems

About the Author

Tim Templeton is a speaker, coach, and consultant and is CEO of Consulting Gold, a company that helps clients increase revenue and profitability by implementing the high-touch, high-tech processes of its referral system and selected partners.

Foreword author Ken Blanchard is chief spiritual officer of The Ken Blanchard Companies. He is the author or coauthor of more than sixty books, including The New One Minute Manager. His books have combined sales of more than 20 million copies in forty-two languages.