



# The Client Development Institute

Predicting and Enhancing Performance



## PRESENTER

**Dennis Fox** is the President of The Client Development Institute and the Author of *Selling the Seven C's™* Sales Training Program, and the forthcoming book 'Real Salespeople Don't Tell Lies'. His nationally recognized programs have helped thousands of Sales Professionals dramatically improve their productivity.

## Mastering Referrals™

### Workshop

The Mastering Referrals™ workshop is designed to enhance the participant's willingness to ask for referrals, and the skill levels to consistently generate, high quality referred leads for increased business.

### Benefits

- ◆ Enhanced Credibility With Potential Customers.
- ◆ Field Tested Methodology With Proven Results.
- ◆ Reduced Stress in Asking for Referrals.
- ◆ Reduced Selling Cycle Time.
- ◆ Tracking System to Measure Progress.

### Participants will learn:

- ◆ Ethical and Professional Ways to Ask For Referrals.
- ◆ How to Successfully Challenge the 4 "Myths" of Referral Generation.
- ◆ The "Strategic" Time to Ask For Referrals.
- ◆ How to Ask For Referrals Without Being "Pushy".
- ◆ How to Ask For Referrals Without Losing Credibility.
- ◆ The 9 "musts" in Obtaining the Highest Quality Referrals.
- ◆ How to Get Referrals at the "Client Care Call"

*"Give me a lever that's long enough and a place to stand and I can move the Earth!."*

*Archimedes*

