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The 60-Second Referral: For Small Business Owners Independent Professionals (Paperback)

By Anita T Williams

Booksurge Publishing, United States, 2009. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Business owners know they should stay in touch with prospects and customers. But how? Who has the time? The 60-Second Referral introduces a simple system to easily create a network of referral sources who like, trust. . . and remember you. Stay in touch with more people, more often, to greatly expand the group who will spontaneously refer others to you. Small business owners and professionals have an advantage most large businesses don't have. They can connect on a human level. The book's author, Anita Williams - a marketing consultant specializing in customer acquisition and retention - shows how to apply human-scaled communications based on normal, everyday social interactions. The book defines the five circles of relationships business owners have and how to cultivate all of them with a small investment of time. Each of the nine ways to build warm connections with people is explained and examples are provided. The book concludes with several easy-to-implement sample plans.



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Reviews

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