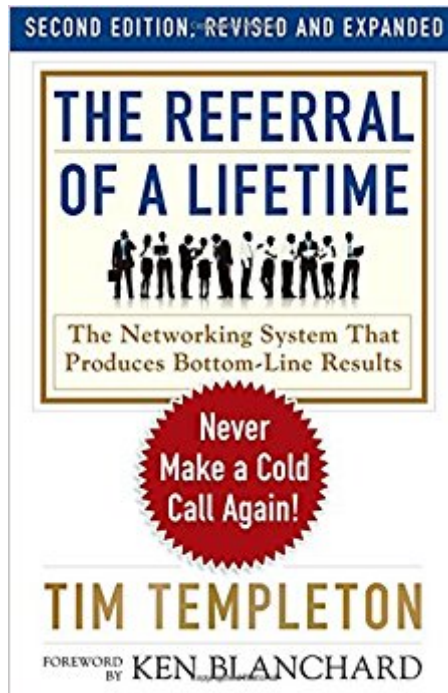


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# The Referral Of A Lifetime: Never Make A Cold Call Again!



## Synopsis

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 businessâ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.

## Book Information

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## Customer Reviews

Great, 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.

This is a great book to start your day. I would recommend to anyone needing to market his or her business.

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