

BILL CATES

Introducing Bill Cates, CSP, CPAE

[Note to Introducer: Take your time. Don't rush. Thanks for introducing me!]

Everyone here knows that growing a business through referrals and personal introductions is the most effective and most enjoyable way. Yet most financial professionals have not truly mastered the referral process and, therefore, slow down their growth.

Today we have with us an expert on how to build a business through referrals. Bill Cates' books *Get More Referrals Now!* and *Don't Keep Me a Secret!* have revolutionized the way the financial services industry generates referrals. And his latest book, *Beyond Referrals*, is a groundbreaking next step in client acquisition strategies. Bill is also a contributing writer to many of the industry's major publications.

Bill is also somewhat of an adventurer. He has trekked through the Himalayas of India and Nepal, lived on a houseboat in Kashmir, climbed Machu Pichu, reached the summit of Mt. Kilimanjaro, camped in Arctic Circle... and has toured the country as the drummer in a rock and roll band.

The most important thing for you to know is that thousands of financial professionals are using Bill's system to attract a steady flow of high-quality clients through referrals.

I hope you're ready for a dynamic... high-content program. Please help me give a **warm** welcome to **Referral Coach** . . . Bill Cates!