



Hall of Fame Speaker and Thought Leader

Bill Cates

**Get More Clients/Customers Now
with Referrals and Introductions**

Highly Sought-after Expert in Client/Customer Engagement & Acquisition

CBT News



ABC Business Report

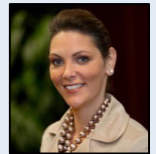


Wall Street Journal Live



**“Your keynote was the perfect mix of high-level content, humor, energy,
and motivation.”**

Bonnie Godsman ♦ Senior Director ♦ GAMA International



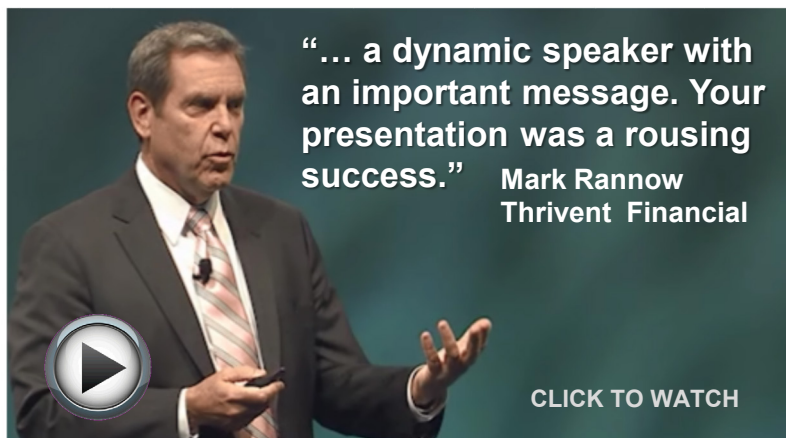
**“We’ve had Bill speak at our past two national conferences. We’ve integrated his
process into our culture and have seen an increase of 500% in referral sales.”**

Jerry Baker ♦ National Sales Manager



Watch a Short Video of Bill in Action

www.BillCatesSpeaking.com

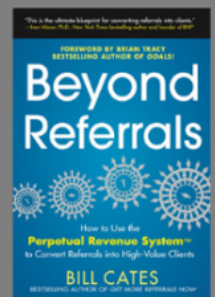
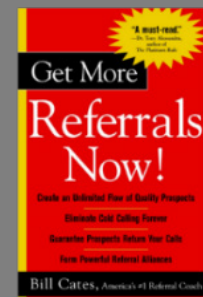


**“... a dynamic speaker with
an important message. Your
presentation was a rousing
success.”** Mark Rannow
Thrivent Financial

CLICK TO WATCH

Author of 3 Books

Translated into 15 Languages



Bill Cates, CSP, CPAE ♦ President of Referral Coach International
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REFERRALCOACH™
INTERNATIONAL

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COACH
ACADEMY™



Do You Have the Courage to Face Your Limiting Beliefs and Take More Powerful Action?

Hire Conference Keynote Speaker Bill Cates

Speakers Hall of Fame | Sales Thought Leader | Referral Coach

Bill's Most Popular Keynotes & General Sessions

These can also be adapted to a workshop or training session.

Bill Cates motivates through the perfect blend of actionable ideas, stories, and humor. Bill speaks *with* his audiences, not *to* them. Audiences appreciate Bill's passion and authenticity. What's more, his programs produce results. Bill is an internationally-known speaker, having delivered his programs on five continents.

Don't Keep Me a Secret! Tap into the Business-Building Power of Word of Mouth, Referrals, and Introductions



Bill Cates gives one success story after another – a ton of best practices – showing you real-world strategies you can use to acquire more high-level clients through word of mouth, referrals, and personal introductions. (Note – If desired, Bill will interview some of your top members to glean stories and practices to share in his program – making them the “stars.”)

The Loyalty Myth The Missing Link to Leveraging Customer Satisfaction & Loyalty for Exponential Growth



When the Net Promoter Score concept was introduced, (customer/clients' willingness to recommend), many businesses scrambled to increase their scores. Who wouldn't want more people willing to recommend you? But this is NOT the ultimate in client engagement. The ultimate question is “Are your clients *actually* recommending *and* introducing you?” Bill will show you how to supercharge your customer/client engagement AND *leverage* that engagement for business growth.

Are You Playing to Win or Playing Not to Lose?



The most successful – in any endeavor – do what the less successful are unwilling to do. How about you? Many people are limiting their success by focusing on pleasurable methods rather than pleasurable results. Many confuse *playing to win* with *playing not to lose*. Bill Cates will get your people reflecting on what success means to them and what beliefs, assumptions, and actions they need to embrace to create the success they desire.

No Pressure, High Impact Selling A New Approach to Sales Using the Brainstorming Selling Method™



From your first appointment to making the sale, Bill Cates shows you how to gain the trust of your new prospect – so they'll open up to your questions, ideas, and recommendations. Bill will show you how to move the sale along and increase your conversion rate without the use of old-school trickery or manipulative sales techniques. You'll earn more new business and become more referable quickly in your new relationships.

Telling Your Story – Selling Your Value Communicate Your Value to Capture New Business and Referrals



Defining, articulating, and communicating your Value Proposition is fundamental to success in business. Yet most entrepreneurs, professionals, and salespeople are incomplete and inconsistent in how they talk about their value. The result is missed sales opportunities and fewer referrals. This program provides tangible ways to master this important conversation.

Engaging ♦ Energy ♦ Enthusiasm ♦ Expertise