

BILL CATES

Multiply Your Best Clients

Go from Incremental Growth to Exponential Growth

"Bill gave us the perfect blend of humor and motivation. Our members went from nodding, to taking notes, to laughing, and back again."

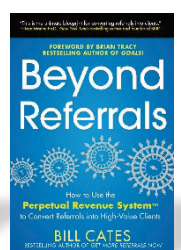
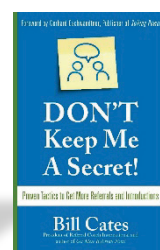
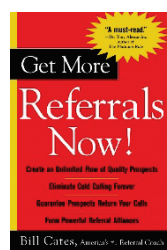
Bonnie Godsman ♦ President ♦ GAMA International



- ♦ Communicate Compelling Value
- ♦ Enhance Client Engagement
- ♦ Rev-Up Referrals & Introductions
- ♦ Create Active Advocates

BILL CATES, CSP, CPAE

- ♦ Successful Entrepreneur
- ♦ Best Selling Author
- ♦ Hall of Fame Speaker®



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Watch Bill in Action



BillCatesSpeaking.com

See How Clients Rave



ClientsRaveAboutCates.com

Bill's Most Popular Keynotes & General Sessions

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



Creating Exponential Growth

3 Strategies to Multiply Your Best Clients through Enhanced Engagement, Purposeful Referrals, and Introductions from Advocates

Client Satisfaction and Client Loyalty are critical to the stability of your business. But it's client *leverage* that turns *incremental* growth into *exponential* growth. In this unique, high-content session, you will receive the blueprint for building a thriving business.



Becoming Radically Relevant

Thriving in a Changing Market... Economy... and World

Change is constant. Your prospects and clients are bombarded with messages from all directions. To thrive in an ever-changing and noisy marketplace, your message must hit the bullseye in their brains with a highly-relevant and critically- compelling message that grabs their attention and moves them to action.



Are You Playing to Win?

Close the Gap between Where You Are and Where You'd Like to Be

Are you limiting your success by focusing on pleasurable methods versus measurable results? Successful people do what less successful are unwilling to do. Success in every endeavor boils down to confidence. In the absence of confidence is what? Fear? Doubt? Inaction. Learn the difference between playing to win versus playing not to lose.



You Earn What You Believe

Dissolve Your Limiting Beliefs & Adopt an Abundance Mindset

When most people run into an obstacle or reach a plateau, they look for tactical answers. Neuroscience shows us that fundamental to increasing our success lies with our ability to examine and change our beliefs. You are neurologically wired to act in a certain way. However, changing your beliefs will alter that wiring and change your success!

Don't Take Our Word for It – Bill Has Raving Fans



"I think having Bill Cates close out our Leaders Summit was one of our best speaking decisions ever. Our members were blown away with how prepared he was. They left excited and ready to take action."

Renee Sumby ♦ Speaker Specialist for SHRM



"Cates rewired the thought patterns of our reps and allowed us to become the #1 agency in our company. We use a combination of bringing in Bill for live sessions and his brilliant online learning platform."

Bruce Davison ♦ CEO for Strategic Financial Concepts



"We've had Bill speak at our past two national conferences. He was a hit both times. We've integrated his process into our culture and have seen an increase of 500% in referral sales. Great speaker. Great results."

Jerry Baker ♦ National Sales Manager

A Highly-Respected Expert & Hall of Fame Speaker

Wall Street Journal Live



ABC Business Report



CBT News



Hire Conference Keynote Speaker Bill Cates

Speakers Hall of Fame® | Sales Thought Leader | Branding & Marketing Expert

“Bill, you delivered a first-class, engaging, relevant, high-content, motivational, and fun session. Both you and your staff were easy to work with and totally responsive to our fluid situation. I can see why you're in the Hall of Fame!”

Randy Richie ♦ Conference Producer