

BILL CATES

Hall of Fame **Business Keynote Speaker**



Focus Your
Message

Maximize Client
Engagement

Leverage Your
Relationships



BILL CATES
RELATIONSHIP MARKETING SYSTEM

www.BillCates.com

BillCates@referralcoach.com | 301.497.2200

**“Bill gave us
the perfect blend
of content, humor
and motivation.
I watched our
members go from
taking notes, to
nodding, to
laughing.”**

Bonnie Godsmen
CEO, Gama International



Your Top People Deserve to Hear from a Top Speaker!
Contact Bill Cates Today (BillCates@referralcoach.com)

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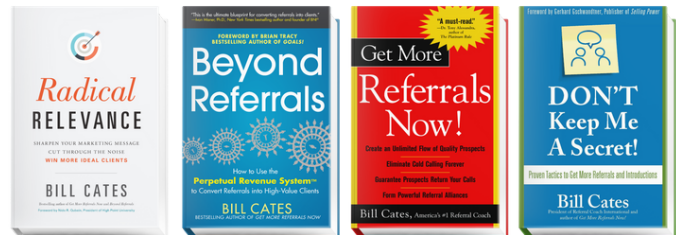
Take the risk out of hiring a speaker for your next conference! Bill Cates, CSP, CPAE will work with you to deliver **dynamic keynotes & workshops** that are **customized for your group** and *designed to inspire action*.

Bill's programs are **high-energy and high-content** ... wrapped in a little bit of *humor and fun*! Bill is the type of speaker who prefers to talk with his audience instead of at them. Therefore, you can expect an **interactive and engaging** session filled with **practical strategies** that will have an *immediate impact on your business*.

Bestselling Author, Successful Business Owner and Relationship Marketing Expert

For over 25 years, Bill Cates has been helping professionals and companies grow their businesses exponentially by leveraging the power of referrals, introductions, and communicating compelling value. Bill has also been featured in many publications and programs, including *The Wall Street Journal*, *ABC Business Report*, and more.

Bill is the author of the bestselling books *Don't Keep Me a Secret*, *Get More Referrals Now*, *Beyond Referrals*, and his popular new release – *Radical Relevance*.



To learn more about Bill's books, visit: www.amazon.com/author/billcates

POPULAR KEYNOTE TOPICS

Typically **45 – 90 minutes** in length, Bill's sessions are always **customized** to the unique needs and goals of his audience. Keynotes can also be coupled with a **breakout session** to take a deeper dive into particular topics and strategies.



Radical Relevance

Sharpen Your Value Proposition | Cut Through the Noise | Win More Ideal Clients

Your prospects and clients are bombarded with messages from all directions. You must hit the bullseye in their brain with messaging that is radically relevant to grab their attention and critically compelling to move them to take meaningful action. How you perceive, believe in, and communicate your value is fundamental to your success.

IT'S TIME FOR YOU TO DISCOVER:

- A simple way to communicate your differentiation that matters to your prospects.
- The effectiveness of a well-defined target market and how to choose one.
- How to message your value to hit the bullseye and attract only Right-Fit Clients™.
- A 3-step process to discover your full value and bring everyone in your organization onboard with the right value messaging.
- 3 critical elements of a compelling value proposition that move people to meaningful action.

NOT a tricky elevator speech! A genuine way to express your value that will resonate with your prospects, clients, and centers of influence. The result? More ideal clients!

Be Relevant or Be Ignored!

“

The feedback from Radical Relevance in all 4 cities is overwhelmingly positive. This was a wakeup call for our members. We're already getting reports of specific results.

”



Adam McCann, MDRT Australia

POPULAR KEYNOTE TOPICS

(continued)



Multiply Your Best Clients for Exponential Growth

Enhance Client Engagement | Leverage Your Value | Secure Solid Introductions

Client satisfaction and loyalty are critical to the stability of your business. But it's client leverage that turns incremental growth into exponential growth. In this unique session, you will receive the blueprint for building a thriving business based on a culture of referrals and personal introductions.

IT'S TIME FOR YOU TO DISCOVER:

- Why client satisfaction and loyalty are not enough for the growth you want.
- How to enhance client engagement to become super referable.
- 5 ways to promote introductions to receive them without asking.
- How to ask for introductions without pushing or begging.
- How to get "referred up" to higher-level prospects.
- What it takes to turn a referral into a solid introduction, so prospects are eager to hear from you, and receptive to an appointment.
- How to tap into the power of your "Client-Focused Why" (your secret weapon).

It's time to start meeting your prospects how they want to meet you – through an introduction from someone they already trust. Follow the road map that Bill provides and you'll be well on your way to accelerating the growth of your business.

Go from incremental growth to EXPONENTIAL GROWTH!

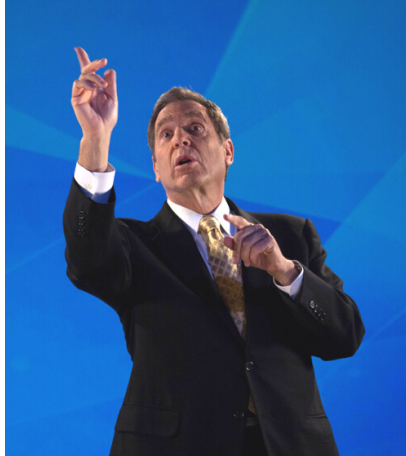
“ Bill was one of the best motivational speakers we've hired, by far. Our agents walked away feeling like they experienced a paradigm shift. ”



Craig Parr, VP of Sales - Illinois Mutual

POPULAR KEYNOTE TOPICS

(continued)



Are You Playing to Win?

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

Successful people do what the less successful are unwilling to do. Success in every endeavor, therefore, boils down to confidence. In the absence of confidence is doubt, fear, and inaction. You can't take your performance to "the next level" unless you are clear on what that next level is and then willing to take meaningful action.

IT'S TIME FOR YOU TO DISCOVER:

- 3 strategies to create a crystal-clear vision of your "next level."
- A surefire method to discover your blind spots, limiting beliefs, and mistaken assumptions that sabotage you reaching your full potential.
- The "force" necessary to get out of results-zapping inertia.
- How to create an action plan that you'll actually follow.
- The incredible power of Inspirational Accountability™.
- How to enroll others in helping you achieve your goals.

If you limit yourself to what's comfortable, you deny yourself what's possible.

Remove the Limiting Beliefs that Put a Ceiling on Your Growth!

“It was amazing. Bill was so well prepared.
One our best decisions ever.”



Renee Sumbly, SHRM

POPULAR KEYNOTE TOPICS

(continued)



The Neuroscience of Influence

Achieve More Impact | Create More Influence |
Gain More Income

You want to influence your prospects to do business with you. You want to influence clients to follow your recommendations. You want to have more impact and, through that, achieve more success in life and business. Knowing the deep-seated rules by which the human brain works will give you the insight and tools to influence and persuade others – to help them make better decisions that are in their best interest.

IT'S TIME FOR YOU TO DISCOVER:

- The 3-step process your prospects and clients use to make every decision.
- How to use the 7 rules of the brain to bring people along to your way of thinking.
- The power and weakness of logic, statistics, and illustrations.
- How creativity and cleverness often get in the way of influence.
- The importance of trust in the process of influence.
- How technology can get in your way of influence.
- How to use the concept of Cognitive Fluency to remove barriers to decisions.

Neuroscience provides us with a window into the behavior of others and ourselves. Applying the principles of neuroscience will transform your business.

If You Know What They Want, You'll Get What You Want!

“One of the owners of our company just told me that he took more notes during Bill's presentation than he's ever taken ... and we've had some big name speakers!”



Steve Dorfman, CXO - Apex Home Loans

"Our people get energized by actionable ideas to build their business. Bill Cates not only has **great motivational and tactical content**, but he is **authentic and easy to work with.**"

Jonathan Kuttin

CEO, Kuttin Wealth Management



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BREAKOUT SESSIONS & WORKSHOPS

- Usually 1 to 3 hours in length
- Always customized to your audience
- Can be related to a keynote or a different topic

Popular Seminar Topics

Communicate Your Value to Win More Ideal Clients

How You Believe In and Communicate Your Value is Fundamental to Your Success

This workshop will help your team discover how to:

- Craft a value positioning statement that generates interest.
- Communicate your differentiation to attract attention and get our foot in the door.
- Use proven principles of influence to move prospects to action.

Become Super Referable to Get Unsolicited Referrals

You Must Be Referable in the Eyes of Your Clients and Centers of Influence

This workshop will help your team discover how to:

- Enhance prospect and client engagement to become referable quickly.
- Creating engaged relationships that turn into advocates.
- Promote introductions to get them without even asking.

Ask for Referrals & Introductions without Pushing or Begging

Go from Incremental Growth to Exponential by Being Appropriately Proactive

This workshop will help your team discover how to:

- Understand the right time to ask for introductions.
- Ask with confidence and purpose, but without pushing.
- Get “referred up” to higher-level prospects.

Popular Seminar Topics *(continued)*

Turn Referrals into Introductions and Appointments that Stick

Referrals Turn into Results Once Get Introduced to Your New Prospect

This workshop will help your team discover how to:

- Collaborate with your source for a more effective introduction.
- Determine the introduction method that works best for you.
- Employ a 5-step method to eliminate appointment cancellations.

Create Productive Relationships with Centers of Influence

Form Your Own Personal Sales Force that Provides You with High-Trust Introductions

This workshop will help your team discover how to:

- Determine the best centers of influence for your business.
- Enhance engagement to become super referable in their eyes.
- Create quality introductions that turn into appointments.

Expand Your Results in a Target Market with a Bullseye

Narrowing Your Focus Helps You Stand Out and Attract More Right-Fit Clients™

This workshop will help your team discover how to:

- Choose a lucrative target market.
- Use principles of visibility marketing to create a reputation.
- Generate more and/or higher-level clients in your market.

Build a Sales & Marketing Funnel that Keeps Feeding You Clients

Prospecting without Marketing Leads to Burnout and Unsatisfying Results

This workshop will help your team discover how to:

- Develop one or more value-added “lead magnets” to build your list.
- Create a nurture campaign to build interest.
- Convert interested prospects into clients.

Popular Seminar Topics *(continued)*

Maximize Social Event Marketing to Meet High-Level Prospects

Meeting Great Prospects in a Social Setting Will Create Incremental Growth

This workshop will help your team discover how to:

- Determine the best type and size events for your business –client-appreciation, special-invitation, and celebration events.
- Invite clients to bring guests that are qualified and interested in meeting you.
- Follow up with clients and guests to produce results.

Presentation Skills for Seminars and Other Marketing Events

Communicating with Confidence and Clarity Will Draw High-Level Prospects to You

This workshop will help your team discover how to:

- Use strong openings to engage your audience from the very beginning.
- Implement proven presentation strategies such as stories, humor, gestures, and audience empathy.
- Develop effective “Calls to Action” to create your desired actions.

Your top people deserve to hear from a top speaker!

Contact Bill Cates for availability, fees, and to see how he can help make your next meeting a great one.



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