



Chief Executive Officer of CEO Network Partners, Genie Fuller Tapped by Met Life

Houston, TX – February 7, 2007 - CEO Network Partners announced that its founder, Genie Fuller, spoke at the Quarterly Houston Area Convention of Met Life Financial Advisors.

The keynote address, which was titled, “Multiply Your Internal Rate of Return – *Developing lucrative referrals to build revenue,*” presented a novel approach for the financial advisors to acquire highly qualified referrals from their existing client base. CEO Network Partners’ style of qualified referrals is true endorsements of the financial advisors’ expertise and exemplary service. Fuller explained how these spontaneous referrals are based on the value received by the client, and should not be a mere plea for the client to help their advisor. To be totally effective, referrals should result from an enthusiastic endorsement similar to the way someone would recommend a good, new movie.

Using the acronym IRR, which stands for internal rate of return, Fuller demonstrated the key components of CEO Network Partners’ referral methodology.

- **Inspire**

Excite others with the value you deliver, your *distinctive competence*
Motivate them by adding value outside your expertise – *give first.*

- **Recognize**

Coach them to recognize lucrative prospects with a specific prospect description

- **Recommend**

Coach them to recommend you persuasively with a moving client story

Fuller concluded the Met Life presentation, having fun with the advisors, by blowing soap bubbles to illustrate CEO Network Partners’ *Bubble Theory*. The bubbles represent the metaphor of each person living in his or her own bubble. The Bubble Theory explains that people see and hear the sights and sounds of the world through their bubbles’ filters. When professionals appreciate that their referral sources live in a different bubble, they realize that traditional referral prospecting methods may be inadequate to produce the results they desire. To generate profitable business they must literally coach their referral sources in order to be introduced to the most lucrative prospects.

About CEO Network Partners

CEO Network Partners is a business development consulting firm that focuses exclusively on professional service firms. CEO Network Partners specializes in delivering referral marketing programs not only to financial advisors but also attorneys,



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architects, bankers and engineers Concentrating totally on its clients' objectives, CEO Network Partners customizes consulting engagements to provide the infrastructure to ensure success in referral marketing. Systems are set up to monitor referral generating activities and provide accountability. Professionals interact in skill building sessions to increase personal marketing communication and elevate confidence. CEO Network Partners' skill building programs not only teach professionals "what to do," but also "how to do it." To assure professionals implement their new skills, CEO Network Partners develops individual marketing plans for the participants in the program and coaches them on specific referral activities.

In addition to business development consulting for professional service firms, CEO Network Partners conducts CEO Network Partners Referral Groups in both Houston and Dallas, Texas. Membership in these groups is limited to one person in a given profession, with 20 – 30 professionals in each group. At each group's weekly meeting, members exchange lucrative referrals for new profitable business. One Houston group exchanged sufficient referrals in the last 11 months to produce \$5,082,344 in new revenue for its members.

For those interested in learning more about *Referral Marketing* for Professional Services and CEO Network Partners' philosophy go to WWW.CEOnetworkpartners.com.

Contact

Margaret Wolford
President
CEO Network Partners
Phone: (713)-572-2578
Email: Margaret@CEOnetworkpartners.com