



Firms PriceKubeka and Riney Palter Choose CEO Network Partners

Houston, TX – March 21, 2007 - CEO Network Partners announced that on February 3, 2007, its founder, Genie Fuller, delivered their popular Winning Referrals business development workshop to the accounting firm of PriceKubeka and the law firm of Riney Palter in a full-day collaborative endeavor.

Studies suggest that skills developed as part of a learn-by-doing environment are retained more effectively than those developed utilizing other techniques. Thus Winning Referrals workshops are conducted with participants sitting in pairs to facilitate the exchange of referrals even while learning the material.

During the day, Fuller gave a brief introduction about each of the six crucial steps and provided examples of how each process works in the business community. Then the pairs of professionals went to work completing the exercise and coaching each other to perfect the process. The group discovered that even though they knew each other's profession, their knowledge of what each other actually does was insufficient which hampered them to give qualified referrals.

With everyone in a learning mode, the accountants and attorneys coached each other through each application. Throughout the day both the lawyers and accountants gained proficiency in referring each other. They also coached their partners to:

- Recognize lucrative prospects for the firm
- Listen for business opportunities for each other
- Illustrate their firm's value proposition with short snippets about the results their clients have appreciated.

Realizing that referral sources need more information than they previously thought, everyone practiced the new skills, communicating succinctly to increase the probability of getting the referrals they desire. "The hands-on practice really helped," said Catherine Kays, Attorney at Riney Palter. "It made something that always seemed mysterious more systematic and comfortable."

To personalize and further practice their new skills, the accountants and lawyers were asked to meet with their partner once a week for three weeks and hone their new skills. Each small team followed a structured agenda while continuing to find the opportunities to exchange viable referrals. After the second of these meetings, one of the accountants, Sonia Wynne, remarked, "For the first time I feel like I have the tools and skills to help me network more effectively." Within one month of completing this program, the law firm reported they had acquired six new pieces of business as a result of the Winning Referrals methodology.



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Ted Riney summed up the value of the workshop by saying, “The Winning Referrals program provides the training, tools and impetus to genuinely cause professionals to start marketing.”

About CEO Network Partners

CEO Network Partners is a business development-consulting firm that specializes in growing the business of professional service providers such as those operating in the accounting, architecture, banking, engineering and legal industries. The firm offers customized business consulting, and unlike competitors, a full range of support programs that move business development theory into business development reality. For those interested in learning more about *Referral Marketing* for Professional Services and CEO Network Partners’ philosophy go to WWW.CEOnetworkpartners.com.

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