

**Winning Referrals multiplies revenue by teaching your professionals to proactively...**

*influence the people who influence the patronage behavior of dozens, hundreds, even thousands of affluent prospects!*

**Sales Prospecting Process to Multiply Revenue**

**Winning Referrals teaches:**

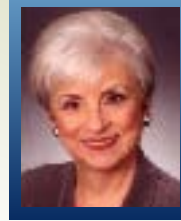
- Clear-cut **referral-generating** process
- Proven **communication** patterns
- Successful **network building** tactics
- Simple **implementation** system

**Your Professionals receive:**

- Powerful **endorsements**
- Continual flow of **qualified prospects**
- Larger, **quicker sales**

**Winning Referrals' Principals**

**Genie Fuller, Founder and Principal**, spent the last 16 years developing and perfecting the Winning Referrals goal-shattering strategies while leading a national organization of referral groups to unprecedented sales results. With a background in financial planning, Genie is a master at generating referrals for profitable new business. Genie's mission is to continually upgrade the content and materials to help her clients capitalize on their most important assets, the contacts of both their client base and business associates.



Under Genie's leadership and following her Winning Referrals strategy, one of the CEO Referral Groups in Dallas exchanged referrals resulting in gross sales revenues of \$300 million in the last fifteen years. Genie is the author of three user friendly books: *Winning The Referral Game*, *The Network Leadership Manual*, *Winning Referrals Achievement Guide*.

Genie leads the training for most of the Winning Referrals workshops and totally enjoys the challenge of spearheading referrals for all the participants.

**Margaret Wolford, Principal**, has been an active participant in Houston's business community for the last 22 years. The majority of her career was spent in banking, specializing in commercial lending. She lead a team of business development officers in cultivating new clients and expanding revenues from existing clients. Without a large marketing budget, her biggest challenge was to establish name recognition, as her bank was the "new kid on the block." Margaret successfully deployed her networking skills and business development methods to achieve annual growth for the bank.



Margaret employs the same zeal at Winning Referrals to direct clients' business development efforts. She specializes in strategies for professional service firms and financial institutions, providing clients with the tools and processes for increasing shareholder value.



**The Triathlon of Business Development**

Skill Building • Prospecting • Networking



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## Successful Referral Mindset

Following the Winning Referrals philosophy and skill set, you prepare sources to make powerful endorsements. Personal endorsements are the best solution to referrals for all concerned. Everyone is in agreement; sources maintain their relationships with your prospects, prospects are expecting your call and you have a personal introduction. **All win.**

Winning Referrals teaches the communication patterns that set up those effective endorsements for larger, quicker sales.

Consider the fit that results from a prepared source who literally becomes your advocate — sending you a continuing flow of qualified referrals. Referral sources understand your value and are ready, willing and proud to send referrals to you.

### Source knows. . .

- I will look good.
- I will tell your story.
- I know a prospect.
- I am proud to help.



## Winning Referrals Helps Clients Turn Endorsements Into Bottom Line Growth

*"Two years ago, the revenues and portfolio I served was \$2.7 Million. A year later, it was \$4.7 million. Last year, it hit \$7.7 million. That growth would not have been possible without Winning Referrals."*

Mark Montgomery  
Sr. Vice President, Bank of America, Middle Market Banking

*"Winning Referrals has become a critical part of my planning. It may become ultimately responsible for 25% to 35% of new business generated in a particular year. It makes a great deal of sense to me and I wish I would have discovered it sooner."*

K.B. Battaglini  
Partner, Strasburger & Price, LLP, Law Firm

*"You have a third party sales group out there when you aren't there — people who are advocates and ambassadors for you. It's the greatest tool in the world."*

Karen Love  
Director of Practice Growth,  
PKF Texas, Accounting Firm

*"I think Winning Referrals is the easiest and best method I've seen of being able to develop more business."*

Bruce Merwin  
Partner, Haynes and Boone, LLP, Law Firm

## Remove Obstacles Achieve Objectives

Obstacles <i>Referral Sources' Traditional Mindset</i>	Process Steps Required	Objectives <i>Successful Mindset, Desired Behaviors</i>
Neither really listening nor interested	Engage	Grab attention with tangible results
No incentive to help; Endorsing perceived to be a big risk	Motivate	Find ways to help with open-ended, general questions; Set up reciprocation
Does not instinctively recognize referral opportunities	Discover	Help source identify qualified prospects — look, listen & ask to uncover needs
Not engaged in identifying profitable prospects	Describe	Get prospect's name now by being specific and using superfluous details
Cannot convey true value effectively with sufficient conviction	Illustrate	Get advocates to grasp your benefits — tell a concise, moving story
Will not refer without periodic reinforcement	Nurture	Build a "Board of Advocates" to become your marketing department

