

SALES

“Of all lead generation methods, referrals are the most likely to result in a sale.”

Inc.

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“After one year working with Bill we increased sales via referrals by 741%.”

~ Fred Ugast
CEO U.S. Photovoltaics, Inc.

“With Bill Todd’s high energy motivation and coaching, sales revenue from referrals went up 41% in 9 months.”

~ Tom H
Vice President Sales
Hertz

Referral Sales

Triple Your New Sales by Doubling Your Referrals

Referrals



What You’ll Learn

- ❖ How to turn current customers into walking-talking billboards for your business.
- ❖ How referral business closes and converts more than 71% of the time.
- ❖ The fact that 92% of satisfied customers are willing to refer co-workers, colleagues and friends; but only 11% are ever asked to provide one.
- ❖ How sales resulting from a referral will generate 11 times the revenue vs. those from traditional prospecting.
- ❖ How to politely and professionally triple the number of referrals your clients provide today.

43% of B2B buyers are more likely to purchase from a new supplier they learned about via a referral.

A Referral is 36x more valuable than a cold call