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Bill Cates

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Sales legend Bill Cates uses his experience and expert knowledge to show sales professionals how to work smarter (not harder) by employing "The Four Cornerstones of Referrals" --relationship building and customer service, creating referral alliances and networks, prospecting, and targeting niche markets. Using Cates's easy-to-master referral-based selling techniques, readers:

- Work less and earn more by getting existing customers to work for them generating high-quality referrals
- Turn every business contact into a relationship and every relationship into a sales success story

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