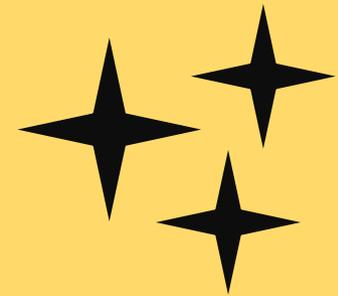


Inside this
e-book:
Key takeaways
from **30**
Experts



Ready to launch your referral marketing strategy?

Practical ideas, proven formulas and strategies
from 30 experts, entrepreneurs and authors
will help you reach for the stars.

GLOBAL
REFERRAL
SUMMIT

KRUX108

About the Global Referral Summit

**The Global Referral Summit presents
30 Global experts on Referral Marketing.**

**The focus is on today's creative Entrepreneurs
and Marketers, to grow their business by launching
a successful Referral / Word of Mouth platform.**

**Outlier Marketer Pravin Shekar is the host of the
summit which has been produced by Krux108.**

**The Global Referral Summit intends to create awareness
and raise funds for the Jeevan Stem Cell Foundation,
a not-for-profit organization. (www.jeevan.org).**

**This Key Learning e-book is to thank and show
gratitude to all the speakers who have contributed
to the Global Referral Summit and all of you who
have registered and shared feedback.**

**Share the love.
Spread the word.**

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The five elements of value that make you referable

BOB BURG

1. Self-referrals are a learned skill, by learning some principles and strategies.
2. Be a persuader who attains the results they want, by helping the other person attain the results that they want so, everyone wins.
3. How many good quality referrals that you're receiving each month will determine your referral success.
4. Make it easier for your referral source to think of good, high-quality prospects for you.
5. Communicate your values immediately when meeting someone new.
6. Follow these Five Elements of Values, which will make you referable:
 - i. Excellence
 - ii. Consistency
 - iii. Attention
 - iv. Empathy
 - v. Appreciation

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The five elements of value that make you referable BOB BURG

7. Deliver everything, not as perfection but as excellence. It means you're competent.
8. Take your emotions along for the ride, but make sure you are driving the car, In other words, To be in control, your logical mind needs to be in control. So, take your emotions with you.
9. Referrals will be directly proportional to the amount of value you provide.
10. Educate your Referral sources, so they know the kind of referral that you're looking for.
11. Use Referral Bridges while asking for Referrals. Referral bridges are intermediates between both the person asking for referrals as well as the referral source.
12. If you want to make a lot of money in sales, don't set money as your target, serve others. When you hit the target, you'll get a reward, that reward will come in the form of money and you can achieve your target.

 www.burg.com

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Generate business referrals without asking STACEY BROWN RANDALL

1. When you ask for a referral you manufacture something that doesn't actually exist, which means it violates the human dynamic and the psychology behind why our referral happens in the first place. So don't ask for referrals.
2. Referral sources are the lifeblood of your ability to generate referrals. So, understand who they are and how to take care of them.
3. When you ask for a referral, you're making it about yourself and you're asking somebody else to do work for you. It never happens.
4. Every time you receive a referral, you should definitely write a handwritten thank you note and send it to the person who sent you the referral or your referral source. This ensures you're taking care of your referral sources.
5. 3 Principles- why you're referred, understand and focus on the right hero, the referral source should trust you.
6. Use journey cards to measure the relationships of Clients, customers or coaches.

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Generate business referrals without asking STACEY BROWN RANDALL

7. **5 Step process in getting referrals:**
 - Identify who are the people who have referred you know if you're brand new starting out.
 - Know how to send a proper thank you note when you've received a referral.
 - Staying top of mind.
 - The secret sauce- The language we use and why we are receiving referrals.
 - Systemise it and make it as a part of the workflow.
8. **You can send gift cards, send songs, send foods. Make it as a surprise don't make it as compensation or expectation.**
9. **Referrals are not marketing, and they're not prospecting because we're doing actions completely different for a very concentrated group of people, our referral sources.**
10. **There are no one-hit wonders when it comes to referrals. Build relationships that seeds referrals.**
11. **Michelle had a 115% growth of new clients by referrals, just by focusing on our referral sources, and not asking.**
12. **Attempting to be a referral will not work.**
One Key take away: SIT AND IDENTIFY YOUR REFERRAL SOURCES.

 www.staceybrownrandall.com

 <https://generatingbusinessreferrals.com>

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How to follow-up after meetings

IVAN MISNER

1. To be unique and stay at the top of people's mind, send a handwritten note within 24 hours after meetings.
2. When you try to use networking as a face to face cold calling opportunity, it will go horribly wrong.
3. Don't ask for referrals/sell your products before building relationships.
4. Don't hunt for referrals. Farm your relationships, you'll cultivate referrals.
5. The key to successful networking is diversity. The more diverse your network is, the more it's connected to clusters.
6. You must be visible, people have to know who you are and what you do.
7. Reach people within 24 hours, within 7 days reach them on social media, within 30 days have a face to face meeting. Never sell before this.
8. Ask as many as open-ended questions. This will build conversations and relationships.

Send in your referral success stories to: pravin@krux108.com



How to follow-up after meetings

IVAN MISNER

9. Always work towards building Visible, Credible and profitable relationships. Never fall under Invisible relationships (Asking referrals straight after meetings).
10. To build effective relationships, You have to reach out where they are not where you are.
11. Always exit a conversation professionally and politely.
 - I hope our paths cross again someday Very nice to meet you. Shake hands, and it's over. It's subtle.
 - Never, ever apologize and say, Well, I'm sorry, I need to meet someone else.
12. Networking is about building relationships. Network, anywhere, anytime, anyplace. Even at a funeral.
13. Extroverts are good speakers, Introverts are good listeners.

 <https://ivanmisner.com>

 <https://ivanmisner.com/books>

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My experience with referral marketing: an entrepreneur perspective

JAYANTHRA JAYACHANDRAN

1. **ENGAGEMENT** is the key metric for measuring referral marketing service.
2. Go **NONTRADITIONAL** in your approach.
3. Make Referral marketing an integrated approach and not a stand-alone activity.
4. If you find a good referral model, adapt & reuse to suit your objectives.
5. What's the source of your referrals? Be clear about that.
6. Train your sales team to ask for referrals.
7. Plan for and handle for internal change (resources, process).
8. Steps to get referrals: First do a very good job for which you can ask, ask for a testimonial first. Those who provide testimonials will be more open to providing referrals.
9. Have clear plans which are measurable and accountable (to resources).
10. Have 1-2 standardized ways of asking clients for testimonials and references.

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My experience with referral marketing: an entrepreneur perspective

JAYANTHRA JAYACHANDRAN

11. **BUILD** a process and stick to it. How to ask, **WHEN** to ask.
12. Make each campaign metrics driven. Example: metrics across each customer touch point and customer satisfaction.
13. Cultivate a culture of ideation across the organization. “**FOCUS** your **IDEATION**” sessions will help, ie, ideating with a broader frame.
14. **WHO IS RESPONSIBLE FOR REFERRALS** in your company? Sales of Technical? It should be those who have maximum engagement with the client, those with the “Emotional Connect”.
15. Work towards a “Uniform Traction” across the organization. Referral management has to be a top-of-mind company-wide priority.
16. The highest conversion in sales comes through referral marketing and it is the most frugal.
17. Involve the company: customer satisfaction stems from employee satisfaction.
18. Gamify referral marketing, with a clear plan and a clear carrot for everyone involved.

 <https://in.linkedin.com/in/jayanthra-jayachandran-312bba24>

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Number of contacts vs Sales: Figure out your RATIO

MERIDITH ELLIOTT POWELL

- 1. KNOW, LIKE, TRUST circle. You need to have an emotional connection with your contact. They need to know you, like you and trust you.**
- 2. Interpret the term “Sales” into “Relationship” and it has to go both ways.**
- 3. Continuously refine your target market.**
- 4. Figure out your sales math:**
 - How much do you need to gross?**
 - That defines how many connects and outreach you need to make.**
 - That defines your ratio of contact to introduction to referral to closed sales.**
 - For Meredith, she needs to make 5x sales calls to meet her target. She needs four deals a month and her closing ratio is 10%..**
 - Therefore an outreach to 40 qualified prospects.**
 - Work with your team, arrive at your ratio and continuously test it.**
 - The ratio is to a specific business line and needs to be arrived at, tested and then implemented on a continuous basis.**

Send in your referral success stories to: pravin@krux108.com



Number of contacts vs Sales: Figure out your RATIO MERIDITH ELLIOTT POWELL

5. NETWORKING IS THE NEW COLD CALLING!!!!
6. Sales is a lifestyle.
7. Build your network every single day.

 www.meridithelliottpowell.com

 www.meridithelliottpowell.com/store/

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Get your ego out of the way!

SIDNEY WALKER

1. Among, Chemistry, Timing and Money, Chemistry with the client is the most important one.
2. Greeting card for mail is the most powerful touch.
3. Sales and growth happens only without ego in the picture.
4. Trust your intuition which is 10 thousand times more than your intellect.
5. TRUSTING YOURSELF - Always trust yourself.
6. Most people are listening to their egos because it's louder it complains and it's constantly judging and evaluating. Get your Ego out of the way.
7. Overcome your own fear of prospecting and trust your gut.
8. Negative thought you have you need to shift in positive or shift it to neutral or ignore. Negative thoughts kill the Chemistry.

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Get your ego out of the way!

SIDNEY WALKER

9. Make the initial Hello, Here I am, Here's why am calling, and just let it go and trust your instincts when meeting strangers.
10. You can't negotiate with your ego but, you can always ignore it.
11. Capture the intuitive sense that you have the action that you have taken. Feel this intuition in your heart, gut and head.
12. When you shift from being a salesperson with an agenda trying to make a sale, becoming a trusted advisor and then, of course, the other thing happens when you do that your closing ratio triples 30% to 90%.
13. Main Key Takeaway: One is to ignore your ego and all of its negativity and the other one is ask yourself questions and wait for the intuitive answers.

 www.sidwalker.com

 www.sidwalker.com/products.htm

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Social Media Espionage: How to build relationships that produce referrals

MATT WARD

1. **Espionage: Secretly gathering the information that is publicly available.**
2. **Tools used for social media espionage are the eyes and the hears.**
3. **Focus on others and not yourself, This way the referrals start naturally coming in.**
4. **If you don't have to advertise but still get in business shows that you have achieved success with word of mouth/referral marketing.**
5. **Levels of listening:**
 - **Respond with a head nod.**
 - **Respond with a comment.**
 - **Getting things done.**
6. **Always address the pain points - This will bring in more referrals.**
7. **Talk to the clients even in the offline channels, for instance, a zoom call, a Skype call and build relationships. this will help one to cut through the noise in today's world.**

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Social Media Espionage: How to build relationships that produce referrals

MATT WARD

8. Ask simple questions, for example, what colour you like. By doing this you get to know about them in person.
9. CRM system is the ideal data storage when it comes to referrals.
10. A referral is an introduction to do business, its not a lead.
11. A cold call is where you go when u have no referrals.
12. Never ask for referrals, ask for an introduction.

Key Tip: Write a handwritten card to one person - do a postcard campaign.

 <http://www.breakthrough-champion.com>

 www.amazon.com/MORE-Referrals-Lifelong-Customers-Raving-ebook/dp/B07H1QXGJV

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Maximising productivity across networking channels.

NEERAJ SHAH

1. Networking depends on consistency when it comes to social media.
2. It is important to be authentic in this world of copy cats.
3. Knowing oneself and choose accordingly to which event or set of a group to approach. Understand where you stand on the introvert-extrovert scale.
4. Get to the event at the earliest, Meet the organizers and help them with setting up. you will end up becoming someone who stands out with the key Influencers of that group.
5. Evaluate how much time you can spend on networking per week. See which channel of networking you are good at and spend time networking on it.
6. Return on the relationship is what is to be seen instead of ROI.
7. The 4 energies to attract people to connect with you:
 - Physical energy.
 - Mental energy, focus, concentration, Respond back intelligently.
 - Emotional energy, Positivity.
 - Spirit energy, Fully present, Connect with the environment.

Send in your referral success stories to: pravin@krux108.com



Maximising productivity across networking channels.

NEERAJ SHAH

8. 7 steps in networking:

- Identify the ideal target market.
- Identify who they are.
- Identify where they would normally hang out.
- Schedule time to meet, Engage and connect with them.
- Listen first to find out how you could help them.
- Take the necessary action. Give before you ask.
- Now ask for what you need.
- Repeat.

9. Metrics that you should work on:

- Lead indicators and Lag indicators.
- How many Influencers did I meet?
- What I did to generate referrals.
- How I got in touch.
- Can I use their birthdays anniversary to connect.
- And do it on a weekly basis.

10. ONE KEY TAKEAWAY:

Productivity formula $(fe)t=p$ T= time F=Focus E=Energy P=Productivity.

 www.neerajshah.me

 www.amazon.com/Quest-Phoenix-New-Heal-Grief-ebook/dp/B00IML6L2U

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How to build a community of referrals

MICHAEL GRIFFITHS

1. Referral teams allow you to have more referral sources, the more referral sources you have, the more referrals you get. Focus on creating more referral teams.
2. Think about who can buy from you, who can partner with you and who is good at opening doors, they the people you want to your networks.
3. The more you care about other people in your network, the more they want to promote you.
4. Online allows you to grow faster because of technology, focus more on building relationships online.
5. Build relationships with referral sources who have the same target audiences but you don't compete with each other.
6. When the relationship is not mutually beneficial, it will fail.
7. There are two types of Referral teams: External and Internal
 - Ask this question before creating a referral team: Who else works with the type of clients I work with?

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How to build a community of referrals

MICHAEL GRIFFITHS

8. If you haven't spoken to someone for 6-9-12 Months, and they're out at a function or a charity event or a networking event, and they get us and, if you haven't spoken to them or you haven't been you haven't popped up in front of them, then they probably will not remember you.
9. Get your network right first, 90% of your network should be people who could buy from you. People who can partner with you, and people who have a collaborative mindset at a happy to open doors for you.
10. Set up Skype or zoom calls first, instead of physical meetings and find commonalities.
11. One key takeaway: You need a plan and a system. Most people throw mud at the wall hoping that it sticks, but mud never sticks to the walls.
12. Recommended Software: Ontraport- CRM system and Pipedrive - Sales visualizer.

 www.michaelgriffiths.com.au

 www.referralmarketingguru.com.au/book

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How to build a brand which generates word of mouth

CHRIS KENT

- 1. Get through to the subconscious part of the brain of your customers, which helps us make the decision.**
- 2. Don't confuse your Target audiences. Always provide a consistent message across channels.**
- 3. If you want to generate Word of Mouth, you really have to give the message to very target defined target audience.**
- 4. Always have a clear brand strategy:**
 - Your mission statement which is why you exist.**
 - Visual statement and which is where you want to get to.**
- 5. 90% of Start-ups ends up biting the dust because of mismanagement of the business, unrealistic goals and lack of strategic marketing.**

Send in your referral success stories to: pravin@krux108.com



How to build a brand which generates word of mouth

CHRIS KENT

6. Build relationships with people and that relationship have to be beneficial to both parties, provider of the product or service and the user of the product of service.
7. One size never fits all. Always use a customised approach.
8. TRUST is the mothership for Referrals. Build trust in your relationships.
9. We don't meet a girl for the first time and say hey let's get married? it takes a little while to build up to that point and there are stages in that. Build your relationships.
10. Referral normally happens after a sale or some kind of successful interactions.

 <https://chriskent.com>

 www.chriskent.com/bookshop/

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Breaking into closed Groups

ROBBIE SAMUELS

- 1. Networking connections can happen anywhere.**
- 2. Always follow up after first interaction. Set Face to face or zoom meetings if possible.**
- 3. When you are in a completely new conference, make sure that you can maximize the opportunity.**
- 4. Share values while building relationships. This will give you the right referrals.**
- 5. Be sure on these while attending conferences:**
 - Who's going to be there?**
 - Whom do you want to meet?**
 - What inspiration are you looking for?**
 - What are you there to offer?**
- 6. Scan the room and see how people are standing, look for natural openings and approach people there. This will prevent you from barging right in.**

Send in your referral success stories to: pravin@krux108.com



Breaking into closed Groups

ROBBIE SAMUELS

7. It's important to be mindful of not being a pushy salesperson who slaps business cards in people's hands while they were still trying to say hello.
8. I look for people whom I feel a little uncomfortable and I see people who may be demographically a little off from everyone else, go talk to them, that will end up usually at a very rich conversation.
9. If you are a first-time attendee, you need to research and be aware, that what are the options available for you to get through and break into closed groups.
10. If you have no idea about the people you have to meet, approach the Secretary of the association or the president, or the director general saying:
 - I'm here for the first time.
 - This is why I'm here.
 - This is what I want to do.
 - Whom should I meet up?
11. Key Takeaway: Before you go to an event, stop what you are doing and write a draft of your follow up email.

 www.robbiesamuels.com

 www.robbiesamuels.com/books

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First impressions and how they matter

NANDITA PANDEY

1. First impressions are basically snapshots formed about an individual when you first meet them.
2. It takes 3 to 30 seconds to form an impression.
3. Online Impressions contribute to offline impressions.
4. Being who you are and presenting yourself the way who you are, define your Authenticity.
5. You can engineer first impressions based on how you dress and how you talk, etc.
6. When people meet you for the first time the questions which subconsciously runs in their mind is:
 - Is the person trustworthy?
 - Is the person credible?

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First impressions and how they matter

NANDITA PANDEY

7. It is important to dress appropriately for any occasion. You can dress any of your region dress.
8. You need to be the brand that needs to be shown off. It doesn't matter what brand you wear, it's how you carry that brand that's important.
9. First, look on what you wanted to do, what legacy do I want to leave and then plan on how you wanted to do.
10. To be Consistent, be authentic and be real.
11. **KEY TAKEAWAY: Be clear on:**
 - What is the brand that you want to project.
 - Understand where you want to go.
 - Where you are today.
7. Do not follow fashion blindly. Look at what looks good on you.

 www.nanditapandey.com
 <http://nanditapandey.com/dressology/>

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Ways to spark the interest of the Influencers

CLORIS KYLIE

- 1. When it's time for you to connect with influencers, look for both celebrities and niche influencers who reach targeted ideal audience for you.**
- 2. Influencers are really like referrals on steroids right, they help you build authority instantly because they're introducing you to a captive audience of ideal clients.**
- 3. The first question to ask with the Influencers is, do I really resonate with influencers message that we share the same values into the reach my ideal audience.**
- 4. The medium to reach the Influencer depends on their preference.**
- 5. Before reaching Influencers be clear on, Do I have a clear value proposition for the centre, and the value proposition comes from your uniqueness which is a combination of your values, your style, your offer.**

Send in your referral success stories to: pravin@krux108.com



Ways to spark the interest of the Influencers

CLORIS KYLIE

6. Look for the specific audience of the Influencers before connecting.
7. Think long term when you are connecting with Influencers. Never focus on too many influencers and too many connections.
8. When you connect with an influencer, you must have in mind, a short term objective, and the long term objective. So depending on the influencer, those objectives should be different.
9. Every day we build relationships with our audience and relationship with our clients and relationships partners. So that's in my mind that's what influencer marketing is about creating relationships.
10. **ONE KEY TAKEAWAY:** The first step is for you to realize your value proposition and decide the one person to connect with and list the tools which will be helpful to reach that Influencer. Now, create your first connection.

 www.cloriskylie.com
 www.amazon.com/Beyond-Influencer-Marketing-Connections-Influential-ebook/dp/B07CMCWYSB

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Serving customers using a collaborative approach

MARK LAYDER

1. Every new generation business needs a business collaborator.
2. To grow quickly, the first thing business owner to recognize is they need to collaborate with others, they're going to work with others.
3. Business connectors are like a farm, who meets new people and develops relationships.
4. Grow trust in the relationships by minimizing the leap of faith.
5. A business connector is very similar to a referrer to a client who gives your name away and positively.

Send in your referral success stories to: pravin@krux108.com



Serving customers using a collaborative approach

MARK LAYDER

6. Business connection by definition is a walking, talking referral machine and they help people set up referral partnerships that he or she could do.
7. You can have your client as a business connector, make sure that you have built the trust in that relationship.
8. First, look for Internal collaborations for your business. Find people who play multiple roles.
9. Both, the online and offline medium is better for connectors.
10. One key take away: Building the business from the role that the business owner wants to play. If we do that, we can minimize the failure rates.

 www.bizconnection.com/mark-layder

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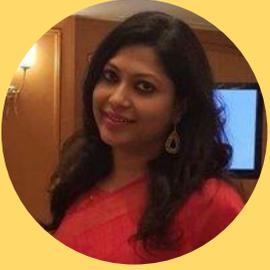


Growing an association through referrals, a practical outlook

ARCHANNA DAS

1. In growing stage, stakes are higher and more challenging when you are scaling up and there you will need maximum support.
2. Focus on the quality of Referrals, that is very, very important.
3. Communicate with your Referral sources regularly.
4. Referrals should be a continuous process throughout a year.
5. Referral campaigns for a month with two to three emailers two to three messages and SMS messages on the mobile and also have calling exercises.

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Growing an association through referrals, a practical outlook

ARCHANNA DAS

6. Referral quality is debatable, it is debatable because the quality will depend on the ecosystem.
7. Set a funnel to measure the Referral success.
8. Work in an ecosystem with collaborations and partnerships.
9. Create content curation across industries and across diversities.
10. Provide values as Incentives.

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Prepare to meet the stranger

JACLYN ZOCCOLI

1. Approach with a database in your brain, and always consider how to give versus how to receive, you'll build profitable relationships.
2. In a networking conference, Build relationships and find those that are targeting the same audience, and start working as a team.
3. Always look for people with commonalities, this will help you double your database.
4. Go for a networking conference with the mindset of finding an alliance instead of selling your product.
5. The most important thing for the first impression is the smile. This counts how you present yourself in networking meetings.
6. Always go to networking events with some tailored ice-breaking questions to find commonalities. Some questions are:
 - o What is the best referral that I could possibly give you?
 - o Who is your Target audience?

Send in your referral success stories to: pravin@krux108.com



Prepare to meet the stranger

JACLYN ZOCCOLI

7. When people know how good you are, they know how well you operate. But, you need to be resourceful, worthy and remarkable.
8. Have a strong digital presence. 70% of the relationships are developed online.
9. Build a relationship that's profitable two-way street. If you expect it to be a one way, it's probably not going to work.
10. You are very much likely to lose them if you Fail to follow up within a week. Maybe an email is good.
11. Schedule one on one meeting with your digital connections either on Skype or Zoom. This will help you convert these digital connections into interactive relationships.
12. One key Takeaway: Have a goal when you go to network, think about why you're there. Really think about why you're there.

 www.linkedin.com/in/jaclyn-zoccoli-0207b07

 www.amazon.com/dp/097213610X/ref=cm_sw_r_cp_awdb_t1_bbYOCb3CCXKR0

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Why refer you and not others? An emotional connect with business MAHUA GORTHI

1. Why should people refer you? Well, because you are the best and you are going to give your best. Get that into their heads they will refer you.
2. Create a point of differentiation in your Niche.
3. People follow the platinum rule. The platinum rule is something which says that I should be treating you the way you want to be treated.
4. Referral marketing is a strategy. Keep practising towards it because it is a continuous process.
5. People try to wear a persona or try to wear a different personality to impress others. People will appreciate if they know the person is in their own skin. So, it is very important that you own yourself up.

Send in your referral success stories to: pravin@krux108.com



Why refer you and not others? An emotional connect with business MAHUA GORTHI

6. Be confident, be authentic to yourself. That is the only way you will attract people.
7. To stay in the top of people's mind:
 - Know who do you need?
 - Fall in love with them.
8. Stay connected with what you began with, that is your point of differentiation.
9. Emotional connection is the best way to get referrals.
10. Always set the difference between your goals and missions.
11. One Key takeaway: Do not stop at the goal, the goal is just a milestone that you will be achieving.



Referral Strategies for financial and Insurance advisors: How is that pertinent to me... LAWRENCE WONG

- 1. The first step as a financial advisor is actually to identify and to find your niche market.**
- 2. Try to niche down and focus on one particular market, because this could add the most value. So, Super specialize.**
- 3. 90% of those who start failing the first couple of years. The number one reason is that they don't niche down.**
- 4. If you can work in a niche marketing, you know, your specialties what you can help out this market with, and you implement the referral strategies properly, then you're actually going to get referrals, in this market, and when you get referrals to other people in this market, your referrals will grow, and your reputation will grow within this market.**
- 5. Be comfortable with what you're doing and be comfortable in your own skin.**
- 6. Always have the mindset that you actually have value to add to your clients, then the referrals will naturally come in you.**

Send in your referral success stories to: pravin@krux108.com



Referral Strategies for financial and Insurance advisors: How is that pertinent to me... LAWRENCE WONG

7. You don't need to know a whole bunch of people you don't need to have a huge network. If you know one person or you have the ability to get in front of one person you'll get referrals.
8. Measure the quality of referrals you received not the number of Referrals. So, the key metric is the referrals who need to be qualified and quality.
9. You don't want to offend the client. You don't want to pressure them and lose the sale. If the advisor has that mindset, then that means they're focused on the wrong thing when they actually go into the meeting.
10. Your number one Job is to add VALUE to your clients.
11. One KEY takeaway: Do not pitch. No matter what industry you're in, no matter what product you have. No matter how good your product has. You have to understand what the client needs. If you just go around pitching and selling and just advertise your products and being a product focused. That's traditional sales.

 <http://www.thelawrencewong.com>

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Changing the closing ratio of sales

DUANE PLAPP

1. Rather than simply cold calling, create an environment where people buy trusting you and your brand.
2. One of the best ways to approach a stranger is to have a tagline be something different.
3. Attract your prospects, creating the bees come into honey, don't attack them with your sales pitch.
4. The four principles to follow:
 - Visibility
 - Communication
 - Relationship
 - Strategy
5. Create an environment people want to buy from you, rather than you're selling to them. Example: Apple iPhones.

Send in your referral success stories to: pravin@krux108.com



Changing the closing ratio of sales

DUANE PLAPP

6. 5 Reasons to improve your closing ratio (Reasons for people to buy)
 - They have to.
 - I'm not going to buy something I don't necessarily need.
 - I got to need your product.
 - When am I doing this other words, what's my time frame.
 - Whom am I doing it.
7. Best way to educate somebody is, tell them a story.
8. Trust is difficult to achieve. The more you build the know like and trust, people will talk about you when you're not around. This will lead to an Introduction.
9. Always derive a clear strategy. Most of the business fail without having a clear strategy.
10. On average, it takes two to six months to create a referral partner.
11. Key takeaways:
 - It's all about them. It's not about you.
 - Know like and trust people only buy from and work with people they know like and trust.

 www.totalrevenuecoaching.com

 www.totalrevenuecoaching.com/publications

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What's your buzz?

STEVE BEECHAM

1. Everyone is a Buzz Influencer on something.
2. Ask your spouse and people around you will know about you.
3. Personal buzz is different from Professional Buzz.
4. Have deeper conversations. Dig deeper.
5. Grow a company and grow it Internationally.
6. Engineer the buzz in the way that they can understand who you and your business are.

Send in your referral success stories to: pravin@krux108.com



What's your buzz?

STEVE BEECHAM

7. If you want to send me a referral, then it's my job to give you a picture of what that looks like.
8. Go out and help others without expecting anything in return. This will create a buzz around you.
9. Ask questions, Ask a lot so that you'll get questions back. 75% of the business comes from this.
10. Always differentiate yourself from others, this will Pull people towards you.
11. Always spin the room, this will turn your bad buzz into positive, Personal buzz is something how you spin and how you make it revolve.
12. Listen to how you are Introduced, One key take away.

 <https://stevebeecham.com/>
 <https://stevebeecham.com/buzz/>

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My five-year journey of growing Start-ups Club to a 5000 member company

SALMA MOOSA

1. You need People who are on the same journey with you and help you learn from their mistakes.
2. Building community. People of the same community together can make great things happen.
3. Anything we do as entrepreneurs, Time is very crucial.
4. Market yourself in all the meetups.
5. A million dollar idea is not something you plan and work on for years it's something you love doing and make it a million dollar idea.
6. Have a register in which the details of the attendees would be recorded, the last column asks for the number of people they have brought along. and a price was given to them.

Send in your referral success stories to: pravin@krux108.com



My five-year journey of growing Start-ups Club to a 5000 member company

SALMA MOOSA

7. Ask for references. Ask, Acknowledge and give.
8. Look for potentials and don't get blinded or overwhelmed with what is on your plate. Look out for people who will refer you.
9. When you draw a boundary you don't keep the world away from you instead you keep yourself away from the world.
10. If funding is what you want them to ask connecting with investors should be your goal in all the meetings.
11. Keeping your referral alive is very important. You might have 1000 numbers on your phone, but not everyone will pick up when you call.

 <http://www.salmamoosa.com>

 <http://www.salmamoosa.com/#book>

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HOW TO FIND TIME FOR REFERRAL MARKETING, win the 13th Month of a year

TIFFANIE KELLOGG

1. It's actually impossible for humans to multitask. We really get a task switching but multitask it's not happening.
2. Referrals vary greatly with the amount of energy and effort it takes to close though.
3. We can help you save 13 hours a week, time for 2 weeks a year and time for 28 extra days in a year which is like February month, and you'll get your 13th month for Referral Marketing.
4. Speak in a language which the referral sources understand and make sure relationships are mutually beneficial, you'll get referrals.
5. Throw away the elevator pitch in networking events because you are not networking yourself.
6. If you are working on a task, your goal, your intention is to stay focused on one thing. We have to keep your distractions out of your life. Whether it is taking your lovely smartphones and putting them on aeroplane mode or vibrate or do not disturb, you can focus on what you are working on and you are getting more done quickly.

Send in your referral success stories to: pravin@krux108.com



HOW TO FIND TIME FOR REFERRAL MARKETING, win the 13th Month of a year

TIFFANIE KELLOGG

7. Get out of email purgatory, Read every email only once and respond immediately. I typically recommend starting from the top of the email box and answer each one.
8. Your clients are number one referral sources and your client have to be the major sources.
9. Before you go into a networking event, set a goal to whom you are going to meet, whether it be prospects or contacts, be relationships, how many of those people? What do you want to create out of the event?
10. Don't give business cards out to people unless they ask you for it.
11. One Key takeaway: Multitasking, if you can break that habit, it is going to make a huge difference right away that not switching back and forth, back and forth, we will be more focused less stress and more time and it's pretty easy for us to do all lessons for life. We just have to make the effort to.

 www.tiffaniekellog.com

 www.tiffaniekellog.com/4-12-networking-mistakes/

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How to get into relationships quickly?

LINDSAY ADAMS

- 1. The starting point of building a Business relationship is listening more and talking less. Listen to them and pretend as though this is the best story of our lives.**
- 2. To start a conversation just compliment the person on a piece of clothing they wear or a piece of jewellery they wear.**
- 3. Always try to find common ground while Networking. This will create long lasting relationships.**
- 4. Once we engage with people and find something in common with them, they are more open to our relationship and they want to engage with us and be more friendly.**
- 5. Always ask questions while Networking.**

Send in your referral success stories to: pravin@krux108.com



How to get into relationships quickly?

LINDSAY ADAMS

6. Use open-ended questions and not closed-end questions to help them talk and build the conversation.
7. Find some way of serving them after the interaction to grow your relationship further down the line.
8. Sending a personalized handwritten postcard always is a plus.
9. Find people you can help and who can help you and grow your network.
10. Key Takeaway: Take action, Not just listen to the talks. Be specific on what is to be done.

 www.lindsayadams.com

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How I generated 400+ Testimonials in one social media?

FRASER HAY

- 1. The best way to ask for a testimonial is to ensure that you deliver on time within budget and you solve a specific problem that you've been asked to address your client on. It's much easier to ask, once you've delivered.**
- 2. Go for video testimonials.**
- 3. Key elements of a testimonial:**
 - **What is the problem that you actually fixed for them on fixing the problem?**
 - **What were the steps that you actually took?**
 - **What was the result?**
- 4. If you're focusing on B2B, focus more and more business activities happening on Facebook with a lot of innovation.**
- 5. You need to target specific vertical and the people that you've helped with a specific product specific solution to address a specific problem or frustration.**

Send in your referral success stories to: pravin@krux108.com



How I generated 400+ Testimonials in one social media?

FRASER HAY

9. **Actively seek for testimonials. If you ask you will get it if you have delivered it.**
10. **Before asking testimonial make sure that you have to demonstrate and prove to yourself, your staff, your shareholders.**
11. **The testimonial should be within one minute or less.**
12. **People want three things: they want confidence to know they're on the right path and are doing the right things in the right way to measure the progress that we're making. And then we want to see specific tangible results as well:**
 - **Confidence**
 - **Progress**
 - **Results**
13. **A testimonial maybe two paragraphs, even a paragraph and put it into a PowerPoint or a PDF.**



What do I say next? Small talk leads to big talk SUSAN ROANE

1. **93% in the world are shy according to a report. You are not alone (EDITING TEAM: ADD link to the Stanford report).**
2. **If you're shy, try to imitate your "not shy" role model.**
3. **DON'T WAIT. Good things come to those who initiate.**
4. **Meet people you don't know (while ensuring you meet with folks you've met earlier).**
5. **"The Roof is the introduction"; A metaphor to illustrate that the event and the location is itself a starting point for a conversation.**
6. **GO TO PEOPLE STANDING ALONE!**
7. **Don't hide behind the "INTROVERT" tag. Let us not label ourselves.**
8. **WHAT CAN I DO TO MAKE YOU COMFORTABLE WITH ME? Start with that thought process and small talk will flow naturally.**

Send in your referral success stories to: pravin@krux108.com



What do I say next? Small talk leads to big talk SUSAN ROANE

9. Don't be a TRENDATARIAN. Think and plan long-term.
10. Don't talk about your business. Give the BENEFIT of what you do... And you give others an opportunity to ask you questions.
11. Have impromptu, off-the-cuff remarks and quips ready. Be savvy about when and where to use them!
12. NOT FOLLOWING UP is like a ONE NIGHT STAND!
13. You're not only meeting one person, but you're also meeting their contacts as well.
14. If you like something or somebody, REFER.
15. SHOW GRATITUDE. Thank the giver and be grateful for the assistance. Pay it forward.

 <https://www.susanroane.com>
 <https://www.susanroane.com/books>

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The REBEL in you, Be you to select and invest in the right referral

PHIL BEDFORD

1. Be a Rebel. Rebel is someone who takes what life has to offer. They don't let other people dictate how successful they can be.
2. When there are millions of people, it's the people that stand out are going to get people's attention. So, sometimes we have to stand out of it.
3. To invest in the right person to do business with or to refer requires someone of the same mindset with the same passion with the same ethics and with the same sense of what's right and wrong.
4. If we are surrounded by people that lift us up and support our life becomes so much easier. If they are negative and drag us down how difficult life could be. So always think about who you are around.
5. Measure how regularly people are referring me and secondly, how well it's converting to actual business referrals.

Send in your referral success stories to: pravin@krux108.com



The REBEL in you, Be you to select and invest in the right referral

PHIL BEDFORD

6. A referral is really where one person is recommending you to another person and they do that themselves if they believe in you.
7. A lot of people confuse with business networking as networking, and not recognizing that social networking is also networking.
8. It is very important to be You, no matter what the situation is.
9. People fall into two categories. One, they don't network at all, or to their network into death, which means they're running around everywhere. Be **SELECTIVE!**
10. Think about who's the person who's referring you? Are they motivated? Have you trained them on how to refer you?
11. One Key takeaway: Take action. Learn how to network. Networking is a skill, referral marketing is a skill.

 www.therebelnetworker.com

 www.amazon.com/KISS-Rebel-Unleash-Business-Without/dp/1784521132

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How can I identify my Super Promoters?

RIJN VOGELAAR

1. Enthusiasm is an energy which is caused by something. A super promoter is someone who shares enthusiasm and influences other people with that enthusiasm.
2. Track how you get new business and the source that helps in bringing this new business. They are the super promoters.
3. Never ask your super promoters to sell your product.
4. Use net promoter score, satisfaction score, loyalty score to measure your super promoters.
5. Reach out to the people who really like you. This concept is known as Rockstar concept.
6. It is important to focus on the negative clients but it's also important to not forget the enthusiastic client.

Send in your referral success stories to: pravin@krux108.com



How can I identify my Super Promoters?

RIJN VOGELAAR

7. Three levels of enthusiasm:
 - Enthusiasts.
 - Who share their enthusiasm.
 - When they start influencing other people.
8. Stay close to your super promoters, Listen to what they have to say, if the right level of attention is given, they will get even more enthusiastic.
9. Listening, identifying, taking care off and working through with positivity to harness the power of enthusiasm.
10. 1 Key takeaway: Listen to customers, Identify why they share enthusiasm and assist them in sharing their Enthusiasm and work towards positivity and Harness the power of enthusiasm.

 <https://www.rijnvogelaar.com/>
 www.superpromoteracademy.com/shop/

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How I grew my professional speaking career through referrals

KIRUBA SHANKAR

1. Do things that make you happy.
2. Win hearts, speak up. Take the stage at every possible opportunity.
3. Get the other person to say No if you can. Example, when the professional speaking fee is the quote and the other person wants you to talk freely, they turn around and say No.
4. Be the first, own a space. Example: Digital, in the case of Kiruba. There are so many new opportunities and technologies coming up.
5. Pick a niche, go deep. Don't spread yourself thin.
6. Look for allied sales opportunities. Speakers look for consulting, Entrepreneurs look for cross sales. There are referral opportunities all through, we only need to be aware - and ask.

Send in your referral success stories to: pravin@krux108.com



How I grew my professional speaking career through referrals

KIRUBA SHANKAR

7. Build relationships - and invest in travel and telephone time as necessary. Invest.
8. BOOKS as a business card. This is applicable across industries. It is a value add and creates a buzz.
9. Have a GLOBAL MINDSET. Start local but grow.
10. You refer to whom you like. How likeable are you? (You've got to have expertise in your niche area, though).
11. HOW TO ASK FOR REFERRALS: Be upfront and direct, don't wait till the end of the conversation. Make it doubly clear that they understand what the request is (and what you speak on).
12. Stay current, provide value on topics of relevance.
13. BE A WATERING HOLE, the connection hub.
14. ONE KEY TAKEAWAY: BE FINDABLE.

 www.kiruba.com

 <http://www.kiruba.com/books>

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How not to ask for referrals?

ANDY LOPATA

1. Think about what you want, why anyone would refer you, without giving them the right information. So feed the information on who you are and what you do before asking referrals.
2. You shouldn't sell at networking events when you've just met someone.
3. Associated trust is that if someone trusts you. And they see that we're connected, they will automatically associate a level of trust in me. Because of knowing you.
4. Maintain the key metric: Number of introductions received and the rate of conversion.
5. The first Impression should be unique, staying at the top of their minds with the first impression.
6. Laziness in the way that I don't think about why I'm at the event and what I want to achieve. I'm putting any strategy behind it.
7. Social media is changing the way people interact engage and control to each other in a very negative way, and I'm a big fan of social, but it's still making a very negative change.

Send in your referral success stories to: pravin@krux108.com



How not to ask for referrals?

ANDY LOPATA

8. Cultural and generational diversity will not affect referrals.
9. Give proper content in the right medium and let the referrals come to you. The more you put the right message out there, the more likely you will attract interest and introductions.
10. Always have a clear strategy on why you were there and what you want.
11. Always revisit these points:
 - Know what referrals you're looking for.
 - Know who your champions are who are the people who can refer you, particularly who can give you a flow of referrals a steady stream of referrals.
12. Use a system called the referral book which map- why they would refer you and how can you make it as easy as possible and then finally, keeping a track record.

 www.lopata.co.uk

 www.lopata.co.uk/recommended-how-sell-through-networking-and-referrals

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How we launched our Influencer marketing campaign? INNU AND SUJAY

1. Find your target market. This is a key step that is often neglected.
2. Get your product market fit right. This takes iterations and is a continuous process.
3. Focus on getting the right customer and craft their journey.
4. The four-step process:
 - Customer profiling.
 - Channels where we reach these people.
 - How do you give them what they want.
 - Crafting the right user journey.
5. Finding the first set of customers: FIND LOOK-ALIKES: Those who are very similar to us, similar tastes and stage in the customer journey.
6. Profile customers across demographics, interest areas, location, what they do.
7. Get creative about OUTREACH.
8. Your customers will be your first influencers. Identify which channels they are active in and what they do.
9. Find customers who had a delightful experience with you & put them in the same loop. You need critical mass for influencer marketing to kick in.

Send in your referral success stories to: pravin@krux108.com



How we launched our Influencer marketing campaign?

INNU AND SUJAY

10. SHOWSTOPPERS CAMPAIGN

- Talk, talk, talk to your customers. Zwende speaks to every single customer and journals their journey and process. Why do they buy from Zwende?
- Why are they coming back?
- Identify Overlaps between customers.
- Build a platform to bring their stories out and Invite some customers to be the brand ambassador.

- Learn more about native advertising and make it blend with your narrative. Zwende uses word of mouth as a native advertising tool.
- We failed initially going behind someone who had a large following. That didn't work for us and hence we focused on our customers directly.
- The influencer campaign here is a crowdsourced marketing initiative involving their customers.
- Define Influencer marketing for your company. Who CAN be our influencer? Go MICRO. Don't look for a mass following. Is he or she creating an influence in their smaller following?

- The words of the influencer should matter to those following.
- Understand conversations and do social profiling, especially those who are driving engagement and discussion.
- Understand the key motivation of the influencer, don't blindly incentivise them.

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How we launched our Influencer marketing campaign? INNU AND SUJAY

11. Accept that there will be a segment of customer who is happy with you, yet don't put out a testimonial. They are probably just media shy. Look for alternate ways to help them contribute. A product review or simply a screenshot and repost.
12. Talk to every single customer. This is repeated deliberately.
13. Look for offline and online combination for the effect of Influencer marketing.
14. Keep having conversations and feed that back for effective marketing strategy.

 www.zwende.com

Send in your referral success stories to: pravin@krux108.com

Speaker Book Recommendations



**BOB
BURG**

The secret of selling
anything
by Harry Brown



**STACEY BROWN
RANDALL**

Finish your goals
and give yourself
the gift of Done
by Jon Acuff



**IVAN
MISNER**

E-Myth
by Michael Gerber



**MERIDITH
ELLIOTT POWELL**

Traction
by Kim Hartman



**MATT
WARD**

Profit First
by Mike Michalowicz



**NEERAJ
SHAH**

The four disciplines
of Execution
by Sean



**MICHAEL
GRIFFITHS**

The Pumpkin Plan
by Mike Michalowicz



**ROBBIE
SAMUELS**

Friend of a friend
by David Burkus



**NANDITA
PANDEY**

What got you here
won't get you there
by Marshall Goldsmith



**CLORIS
KYLIE**

Go-Giver
by Bob Burg



**ARCHANNA
DAS**

Creating your
own destiny
by Patrick Snow



**JACLYN
ZOCCOLI**

Living an Inspired life,
The Power of Intention
by Dwayne Dwyer

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Speaker Book Recommendations



**MAHUA
GORTHI**

Kiss the Rebel
by Phil Bedford



**LAWRENCE
WONG**

Blue ocean strategy
by Renee Mauborgne



**DUANE
PLAPP**

Who moved my cheese
by Spencer Johnson



**STEVE
BEECHAM**

Influence: The
Psychology of
Persuasion
by Robert B. Cialdini



**SALMA
MOOSA**

The hard things about
hard things
by Ben Horowitz



**TIFFANIE
KELLOGG**

Remarkable Courage
by Deb Cheslow



**LINDSAY
ADAMS**

Building a story brand
by Donald Miller



**FRASER
HAY**

Making channel
sales work
By Marcus Cauchi



**SUSAN
ROANE**

A Whole New Mind
by Daniel Pink



**PHIL
BEDFORD**

The tipping point
by Malcolm Gladwell



**KIRUBA
SHANKAR**

Be anything you want
by Derek Sivers



**ANDY
LOPATA**

The art of asking
by Amanda Palmer

Send in your referral success stories to: pravin@krux108.com

Speaker Giveaways



BOB BURG

Register at www.thegogiver.com
and get special report:
'Endless Prospects: The Go-Giver Way'



STACEY BROWN RANDALL

Free chapter from her book: *'Generating Business Referrals...Without Asking'*,
Register at www.staceybrownrandall.com
plus Free 30-minute Referral Audit to assess
your current referral reality and ways to
close the gaps to receive more referrals.
Email at stacey@staceybrandall.com



JACLYN ZOCCOLI

One hour of Coaching –
Uncovering New Niches and Alliances
<http://calendly.com/jacque-2/linkedin-one-on-one>
or contact:
jacque@networkbuildersarizona.com



MERIDITH ELLIOTT POWELL

Register at www.meridithelliottpowell.com
and get the *Sales/Ratio Model and Worksheet: Your personal step-by-step plan to create and consistently improve your model*. Plus a free e-copy of her book *'Turning Prospects Into Customers'*



SUSAN ROANE

How to work a Room and other secrets of Savvy Networking. Additionally,
Signup and get free e-book *Nuances of Business Networking*
Signup at www.susanroane.com



STEVE BEECHAM

FREE ACCESS to
<http://video.stevebeecham.com/tvshow/206051> to view 52 marketing ideas
you can implement today for FREE

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Speaker Giveaways



MATT WARD

Take the self-assessment located here:
www.ICanCareMore.com
to see how much you care about your contacts



PHIL BEDFORD

For more free referral tips and powerful business tips designed to save you time & money, subscribe at www.therebelntworker.com and download the free Rebel Networker app to track your relationship building, referral status and networking.



CLORIS KYLIE

Cloris's Influencer Marketing Guide with 15 proven ways to be noticed by influencers so that you start a relationship with them and grow your business
www.cloriskylie.com/referralsummit



MICHAEL GRIFFITHS

Grab the 'Building Your Million Dollar Referral System' and start implementing the system yourself at www.michaelgriffiths.com.au/guide



DUANE PLAPP

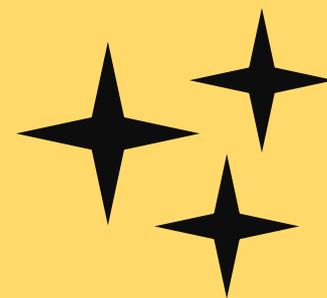
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