



Keynote: Too Many Referrals to Get To

(Allow one hour.)

In this workshop, Marvin explains the importance of referrals; what a referral really is; and how to obtain enthusiastic cooperation from your satisfied customer and your non-buying customer (you read that right).

Marvin will spontaneously role-play with members of your audience repetitively, until he feels that he has sufficiently drilled down this concept. Your participants will leave with an adoptable word track that they can begin using five minutes after the meeting is over.

Stop spending so much money on advertising and learn how to ask for the referral.