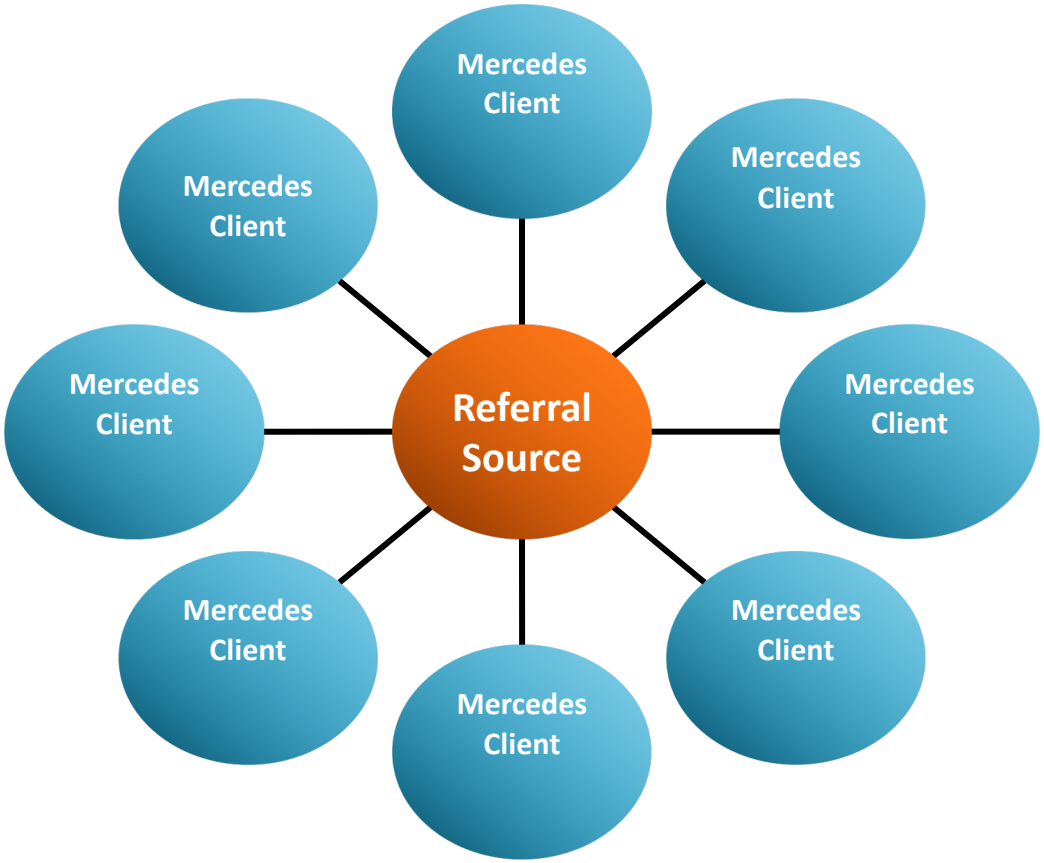
Inner Circle Training PODS

The Power Of Discovery Systems

Advanced Referral Marketing

The Referral Relationship Program



Casual Referrals Are NOT Enough to Build a Phenomenal Business!

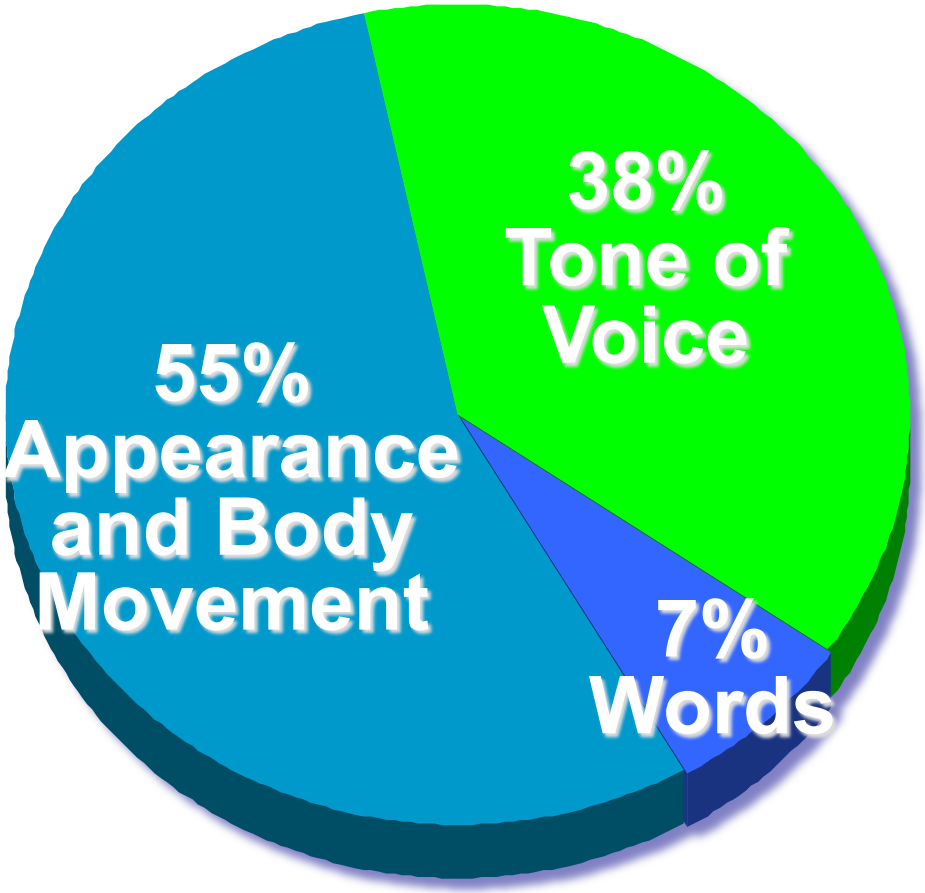
1. You need a **SYSTEM**

2. Proper **Networking** Skills Are a Pre-Requisite!
3. Have an Effective Referral **RELATIONSHIP** Program
4. 3. Have an Effective Referral **REWARD** Program

How To Network Effectively

- ❑Altoids!
- ❑Cologne
- ❑Dress Code/Grooming
- ❑Eye Contact
- ❑Proper Handshake
- ❑Ask Questions Until… (F.O.R.M.)
- ❑Business Card or Brochure
- ❑Free Trial Offer

Step 1: Dress for Phenomenal Success

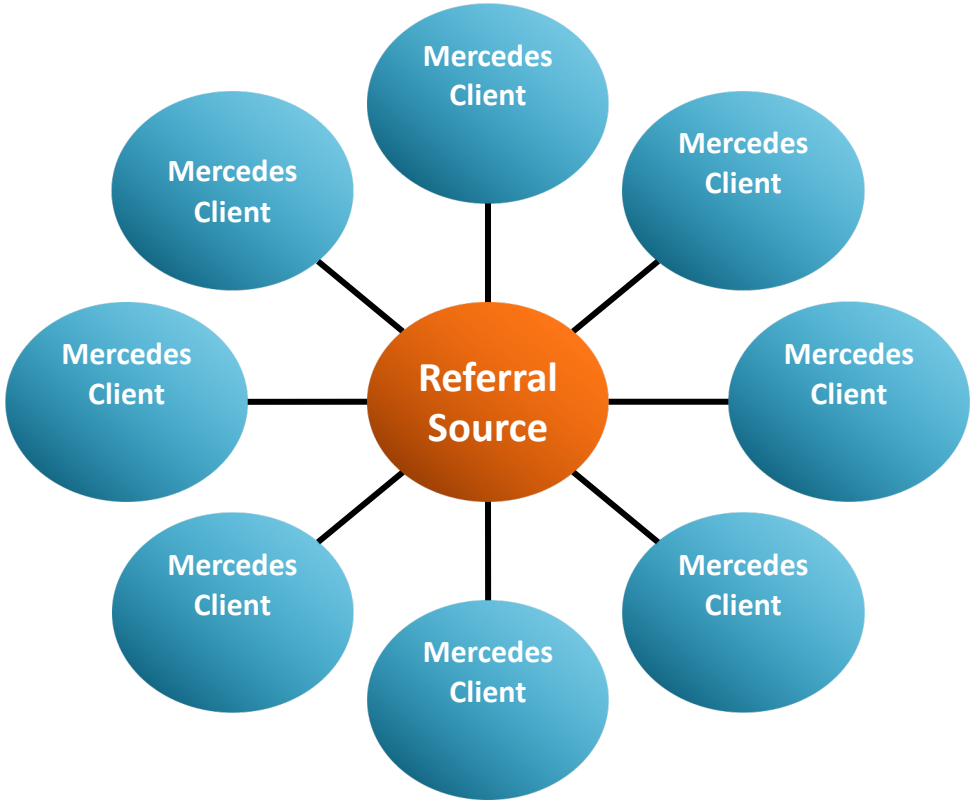


All of Business is About

RELATIONSHIPS

Top 10 Reasons Referral Marketing is More Effective Than Paid Advertising

1. **Network** Unlimited
2. Higher Quality **Clients**
3. **Pre** -**Qualified** Clients
4. People **TRUST** Referrals
5. Reduces **Competition**
6. Low Cost
7. High Returns
8. Returns Guaranteed
9. Small **Time** Investment
10. EXPONENTIAL **GROWTH!**



Who Are YOUR Top Sources?

Step 2: Bring the Secret Weapon

Step 3: Have a Script

- "Hi, I'm Howard Partridge and I brought you some goodies"
- Mission statement, 30 second five point message
- Free Trial Offer

Your 5 Point Marketing Message

1. Reputation
2. Experience
3. Education
4. Systems
5. Guarantee

Step 4: Schedule the Free Trial

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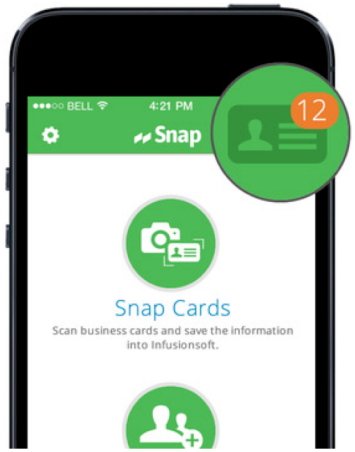
Step 5: Follow Up!



Infusionsoft

When you hit SEND...

WE PRINT IT, STUFF IT, STAMP IT & MAIL IT!

Real cards, in the mail, straight from your computer!

SendOutCards

"Changing Lives... One Card at a Time"

Automate it!

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"The Fortune is in the Follow Up"

SendOutCards™

"Changing Lives... One Card at a Time"

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CarpetWorld

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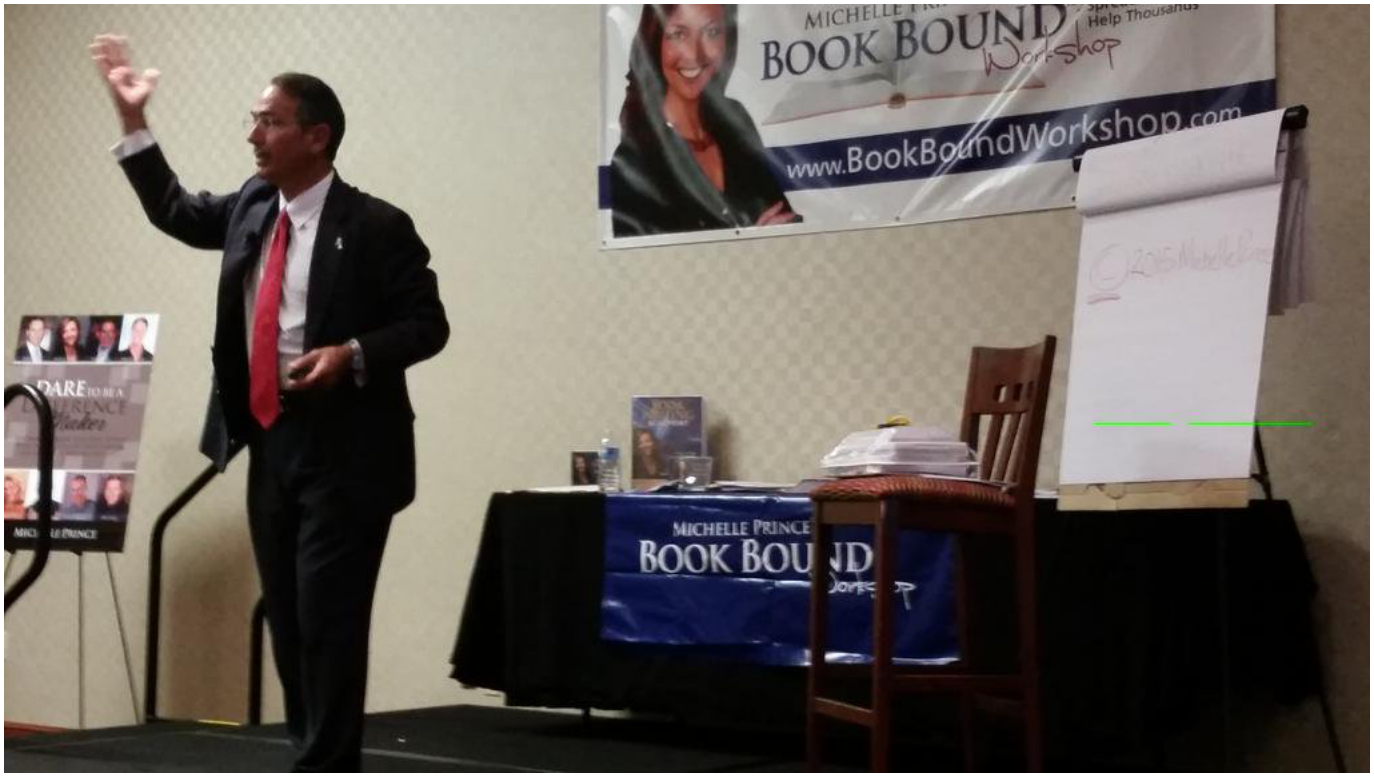

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