

THE HOWARD PARTRIDGE INNER CIRCLE

Inspiration to Implementation



Welcome to the Professional Cleaner Program!

Sponsored by  **Ziglar** and  **PHENOMENAL**
PRODUCTS, Inc.



The Referral Marketing System

**Generating an Unlimited Supply
of Your Perfect Niche Clients**



The Reason for Referral Marketing

- The Connection to “Mercedes” Clients
 - The consultant factor
 - How consultants are found

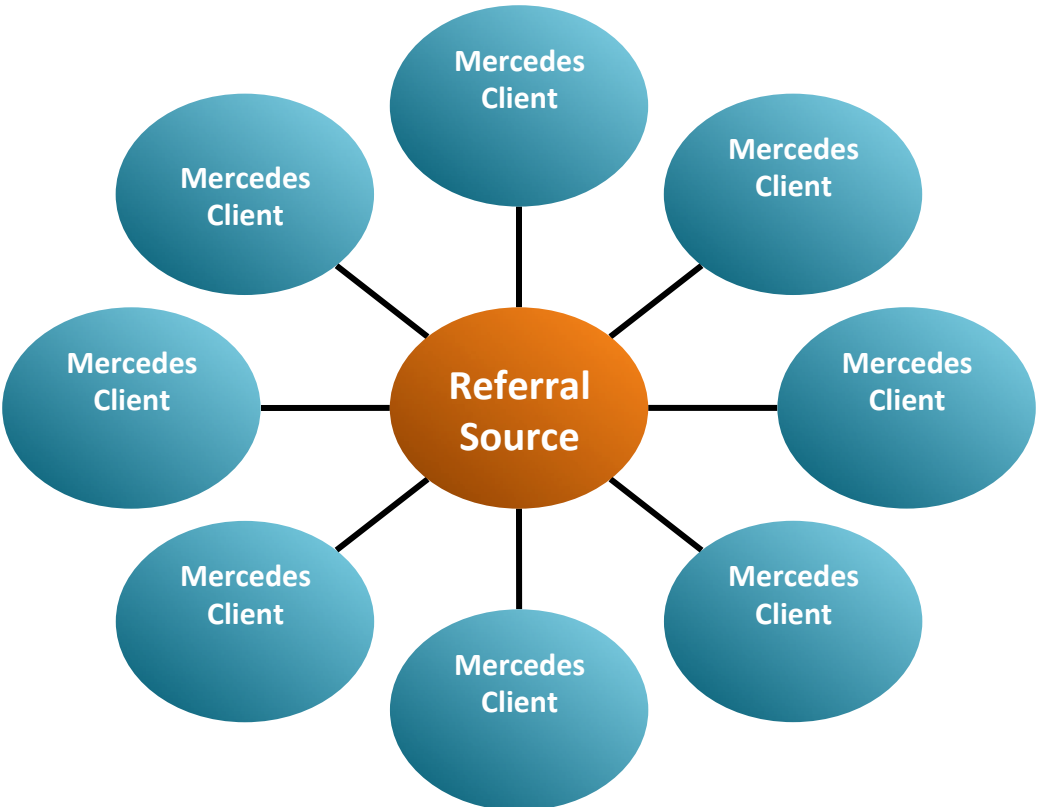


My definition of Referral Marketing

“The process of building a network of sources that will refer multiple clients to your business”



The Referral Relationship Program





What Makes Referral Marketing So Effective?

- Network Unlimited
- Steady Stream of NEW Clients
- Higher Quality Clients
- Pre-Qualified Clients
- People Trust Referrals



What Makes Referral Marketing So Profitable?

- » Reduces Competition
- » Low Cost
- » High Returns
- » Returns Guaranteed
- » Small Time Investment
- » Exponential Multiplication

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Exponential Multiplication Chart

