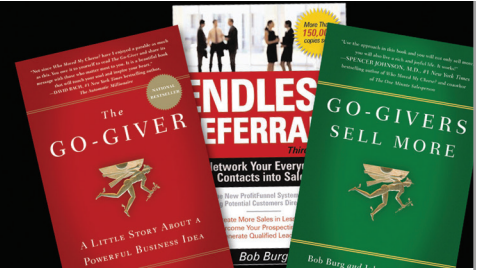




Bob Burg's

ENDLESS REFERRALS



Thursday, September 22, 2011 - 7:30 a.m. to 1:00 p.m. - Holiday Inn Countryside

ATTENTION: Entrepreneurs, Business Owners, Sales Professionals and Anyone Else Who Has Ever Faced the Challenge of Consistently Generating Quality Prospects For Your Business...

Network Your Everyday Contacts Into Sales

If you've ever asked yourself the question, "Who do I talk to next, now that my list of active prospects has run out?" then this program is for you! Combining humor, entertainment, and a whole lot of "nuts & bolts" information, bestselling author and sought after speaker, Bob Burg will arm you with a system to gently and persuasively develop and cultivate relationships that will result in a network of endless prospects and referrals. **You'll learn how to:**

- Quickly cultivate new prospects – whether or not you have ANY existing contacts
- Dramatically increase your business without spending more time or money
- Instantly connect via the "One Key Question" that will set you apart from the rest
- Really use social media as a truly effective, profitable, business-building tool
- Model the one SECRET all superstar entrepreneurs and salespeople use to get to the top
- And much, much more!

Thursday, September 22, 2011 — 7:30 AM to 1:00 PM

William Tell Holiday Inn Countryside, 6201 Joliet Road, Countryside, IL 60525

Call Jean Kuhn for more information at (630) 302-4929

Event Ticket Price: ~~\$97~~ \$77 until September 21st

Register at www.EndlessReferrals.com/countryside

Enter Special Discount Code _____ for \$10 Off

EVENT HOST



Jean Kuhn
(630) 302-4929

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It's relatively easy to learn how to get solid, A-list, high-quality referrals. Yet, it's all for naught if the information is not applied. In this powerful seminar with Bob Burg, you'll learn the 7 challenges that might be keeping you from gathering referral after referral and . . . more importantly, how to quickly overcome them. Here's just part of what you'll learn:

- How to position yourself at the "Pot of Gold at the End of the Rainbow." This is where top-producers spend 80 percent of their time . . . while the typical person spends 80 percent of their time at the beginning doing the unproductive "Grunt Work."
- How to easily set appointments and not have to deal with gate-keepers. (Not how to get past them – how to never have to even deal with them.)
- How to gently and ethically "plant the seeds of referrals" in your prospect's mind during the presentation so that he'll be glad to provide you with great introductions
- How to "Funnel your way" to introductions and referrals. Never again here the words, **"I can't think of anybody right now but when I do, I'll call you."**
- The "Law of Free Enterprise" and how to use it to make a ton of money in 2011

Praise For The Endless Referrals System®

"Bob Burg has long been the authority on connecting with clients and building win-win relationships. Endless Referrals should be required reading for sales professionals and entrepreneurs everywhere."

—Gary Keller, Founder and Chairman of the Board of Keller Williams Realty Intl. and *New York Times* best-selling author of *The Millionaire Real Estate Investor* and *The Millionaire Real Estate Agent*

"A no-nonsense approach to building your business through relationships."

—Jane Applegate, syndicated *Los Angeles Times* columnist

"Bob Burg's masterful understanding of how to leverage professional and personal relationships will challenge your most basic assumptions about selling, and transform the way you think about building your business. Endless Referrals is a rare gem ... for anyone who wants to generate a stream of high-quality prospects and referrals."

—Miriam Lawrence, Director, Horseshoeth LLC (an online publication serving financial advisors) and author of *Automatic Referrals: How to Instill Discipline in Your Referral Strategy and Guide Your Clients to Deliver Perfect Prospects Every Time*

"As a former vice president for the Long-Term Care division of a Fortune 100 company, I brought Bob in to help our Agent Staff increase business and market share. We asked him to help us change our marketing approach to include a Referral Mindset. It isn't easy to make that adjustment for an Agent Staff used to working exclusively with direct mail leads and existing clients. Through Bob's personal involvement and techniques, we had "Great Success" immediately! Business volume to our new targeted market increased by 300% in just 3 MONTHS! Bob's program continued to be so successful, we brought him in to speak to our entire national sales force, and took his program Company Wide! Bob really helped us change how we were doing business!"

—Dave Brandt, Principle, Financial Visions, LLC

"Bob and his work, Endless Referrals will open your eyes to all kinds of new opportunities."

—Tony Jeary, Mr. Presentation(tm), Author, *Life Is a Series of Presentations*

"After Endless Referrals, never again will any salesperson in your dealership have to depend on 'ups.' Instead, they can meet people wherever they go and form friendships and relationships that create a steady stream of referrals. Burg has put together a primer for developing, what he calls, personal walking ambassadors. And, it works!"

—Sam S. Edelsberg, #1 Mercedes-Benz Salesperson in the Southeast Region of U.S. 2003 and 2004

"In a well organized, easy-to-follow format, Bob Burg shows how anyone can become a master at the art of business networking. Most important, his strategies and techniques are in step with the present and future world of successful selling. Follow Burg's advice and you'll get what the [Endless Referrals System] promises—a steady and growing number of endless referrals."

—Michael LeBoeuf, author of *How to Win Customers and Keep Them for Life* and *The Perfect Business*

"Using Endless Referrals helped my team sell over \$10 million worth of Avon last year! THANK YOU, THANK YOU, THANK YOU!"

—Lisa M. Wilber, Avon Senior Executive Unit Leader, "4th leading money earner in the country"

"... packed full of value. This is great! These are the timetested, simple things that really work!"

—Richard B. Brooke, President and CEO, Oxyfresh USA, Inc.

"I have read over 250 sales and marketing books. I earn a nice 6 figure income selling... [Endless Referrals] teaches a priceless skill that is needed for becoming successfully profitable in sales ... Internalize all that [the Endless Referrals program] teaches and, most importantly, ACT on it! You will see commission checks growing larger and it will be easier than you ever imagined."

—Sean Woodruff, Vice President, Henley Manufacturing, Inc.

"I put one suggestion of this terrific book into action and landed a \$2,000,000 account ... He called me and became the third largest client my company has for four years running. The principles in Burg's book are sound."

—Steve Kaiser, State Sales Coordinator, AFLAC

**Learn more about Bob Burg by visiting www.Burg.com.
To register, visit <http://www.EndlessReferrals.com/countryside>**

Yes!

I want to take positive action today, and be like Cal Faber, who learned Bob's *Endless Referrals System®* and now says, **"Using your system, in just one year I went from making \$40,000 to \$135,000 working the same hours!"**

Count me in for this event! # of Tickets @ \$77 _____ Total \$ _____

Name _____ Phone (w) _____ (h) _____

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