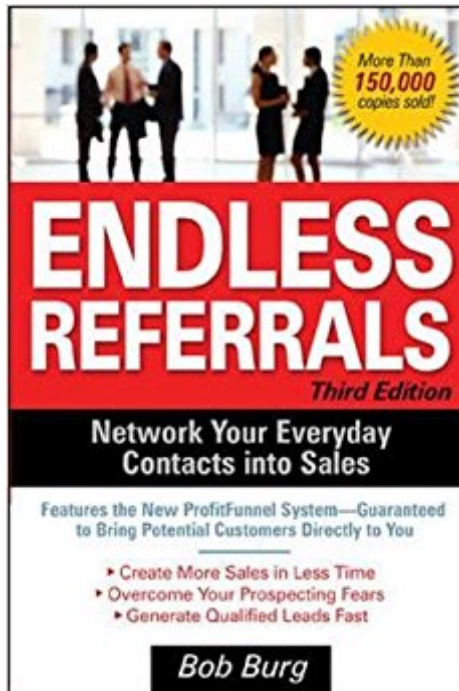




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# Endless Referrals, Third Edition (Business Books)



## Synopsis

The definitive guide to turning casual contacts into solid sales opportunities In this fully revised edition, Bob Burg builds on his proven relationship-building principles to bring even more clients to your door and helps you attract only those who are interested in what you sell. He shows how to maximize your daily contacts, utilize your tools both online and off, leverage your relationships, and generate ongoing sales opportunities. "If you're serious about your sales career, whether you are selling a product, service, or yourself, master the contents of this book and you will practically guarantee your future success." --Tom Hopkins, author of *How to Master the Art of Selling* "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 author of *The Millionaire Real Estate Investor* "I've found that acquiring business is the toughest challenge for professional services providers. Thankfully, Bob Burg provides pragmatic and effective techniques to smash that challenge to bits, whether using mail, phone, email, or a polite tap on the shoulder." --Alan Weiss, Ph.D., author *Million Dollar Consulting* "Bob Burg opens the floodgates to Fort Knox with this book. I like the simple, easy to understand, practical way he outlines the exact way to find endless referrals. A treasure." --Dottie Walters, author of *Speak & Grow Rich* "A no-nonsense approach to building your business through relationships." --Jane Applegate, syndicated Los Angeles Times columnist

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## Customer Reviews

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Bob Burg regularly speaks to public audiences, corporations and associations, including international Fortune 500 companies.

This was my first book by Bob Burg. It's definitely not my last! The overlying theme that I got from reading this book was that you should not just be focused on obtaining sales for just your business, you should be working just as hard to be helping other business owners and sales professionals acquire business as well. And it doesn't have to be necessarily sales that you help people with. You could be helping someone get a job, get into a college, get a promotion, get a grant for an organization or whatever. Bob also said that you should always be helping people without keeping score and make people genuinely feel good about themselves. That is such a perfect philosophy and I think it's the foundation for any successful business. Bob has put in writing what very few

business owners talk about. He has talked about putting others needs before your own. GET THE BOOK!!!

For the sales person, this system will help you develop networking skills between you and another human being. But as a guide for web/social marketing, it is not current and very much out of date (2006). I would encourage you to find the most current books on social, email & web marketing to be able to successfully market your services/products via Google, Facebook, YouTube, LinkedIn, Twitter, Pinterest & Instagram.

My name is Robert M Brandt and I have been an avid reader of Bob Burgs books ever since I picked this book up. Great results if you follow exactly how he puts the information out. The way Bob makes you think about networking, building your ref-feral business and even generating leads is quite amazing! He is such a personable man and he takes the time to write you back on his blogs and facebook page. I cannot think of another author who does that and Bob does it so well. If you really need help this book is for you and if you dont it is still enough info and a great read to make you think of things you never ever thought of before. Well done Mr Burg!!

Whether you're a door to door salesman, work in the marketing department of a Fortune 500 company, or are an entrepreneur trying to launch a new enterprise; Bob Burg's "Endless Referrals" will deliver the goods for you, as promised. This is the most comprehensive and easy to read manual on the art of selling that I've ever come across; and I've read hundreds. Take the time to digest the information contained inside the 286 pages of this remarkable book; and keep it handy at all times. You will have at your fingertips the complete guide to maximizing your sales efforts with the least amount of effort. Once you establish the proper foundation for success as laid out by Mr Burg, you'll be in a position to out-sell your competition while bringing in more business than you probably ever dreamed possible. If you're the CEO of any business, chances are this book is precisely what you need to get the most out of your marketing endeavors. Buy 'em by the case and distribute to your sales team; it's probably the best investment you could make for your organization.

Looking for a way to gain people into your contact list and networking? This book will help you with practical advise that is proven to work. I especailly like the notecard and scratchpad ideas and have implemented them. While it is a little dated and doesn't include updates like LinkedIn, you will find the information useful and helpful. I agree with the basic premise that social media is not a

substitute for networking, it is a complement to it. I have shared the ideas of the book and one friend downloaded it as we were starting a National Speaker's Association meeting. Keep this book in mind, well worth the price.

After 3 years of "business by referral," I quit. This method doesn't really work for businesses that sell to the general public, although it's fine in the real estate and insurance industries.

I've read other books on getting referrals and they were as useful as Winnie the Pooh. Bob Burg is the authority in this topic and this book contains that valuable knowledge. He doesn't waste any of your time with hype building: he jumps right into it from chapter one. Beware. Some people need hype so because this book lacks it you need to take it seriously. I took notes.

While at the Keller Williams International Realty "Family Reunion" convention in Las Vegas last month, I had the unique opportunity to have lunch with a MAJOR Keller Williams and real estate super star. During the course of our conversation we were talking about a subject with which I am always interested ... lead generation. My associate stated in no uncertain terms that if I hadn't read "Endless Referrals" ... I definitely needed to. I bought the book and was really impressed, particularly since it gives such refreshing insight into things that sales people do that don't work! Long story short ... after reading the first few chapters I was already doing a better job of capturing referrals and building meaningful relationships. Remember what Bob Burg says throughout the book ... "All things being equal, people will do business with, and refer business to, those people they know, like, and trust."

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