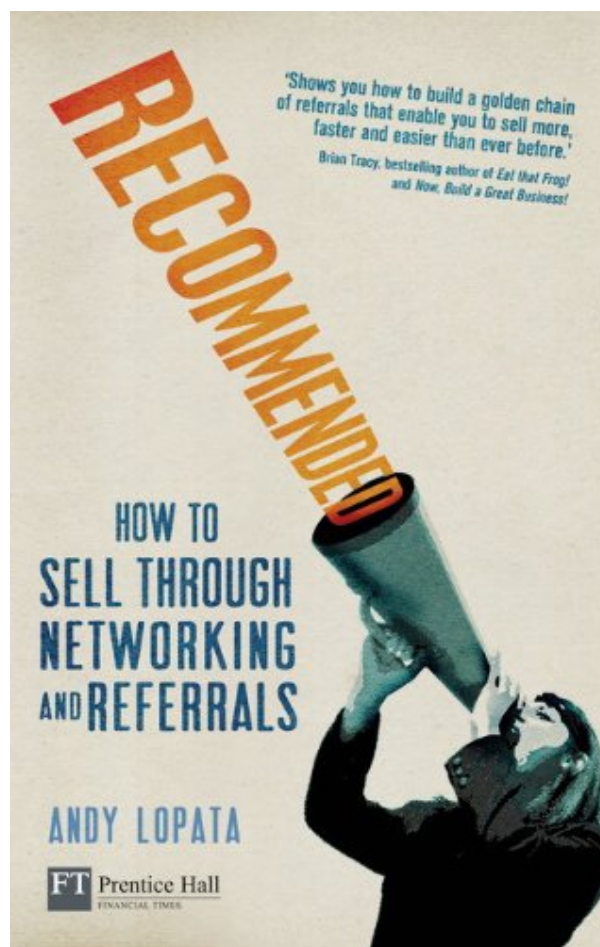
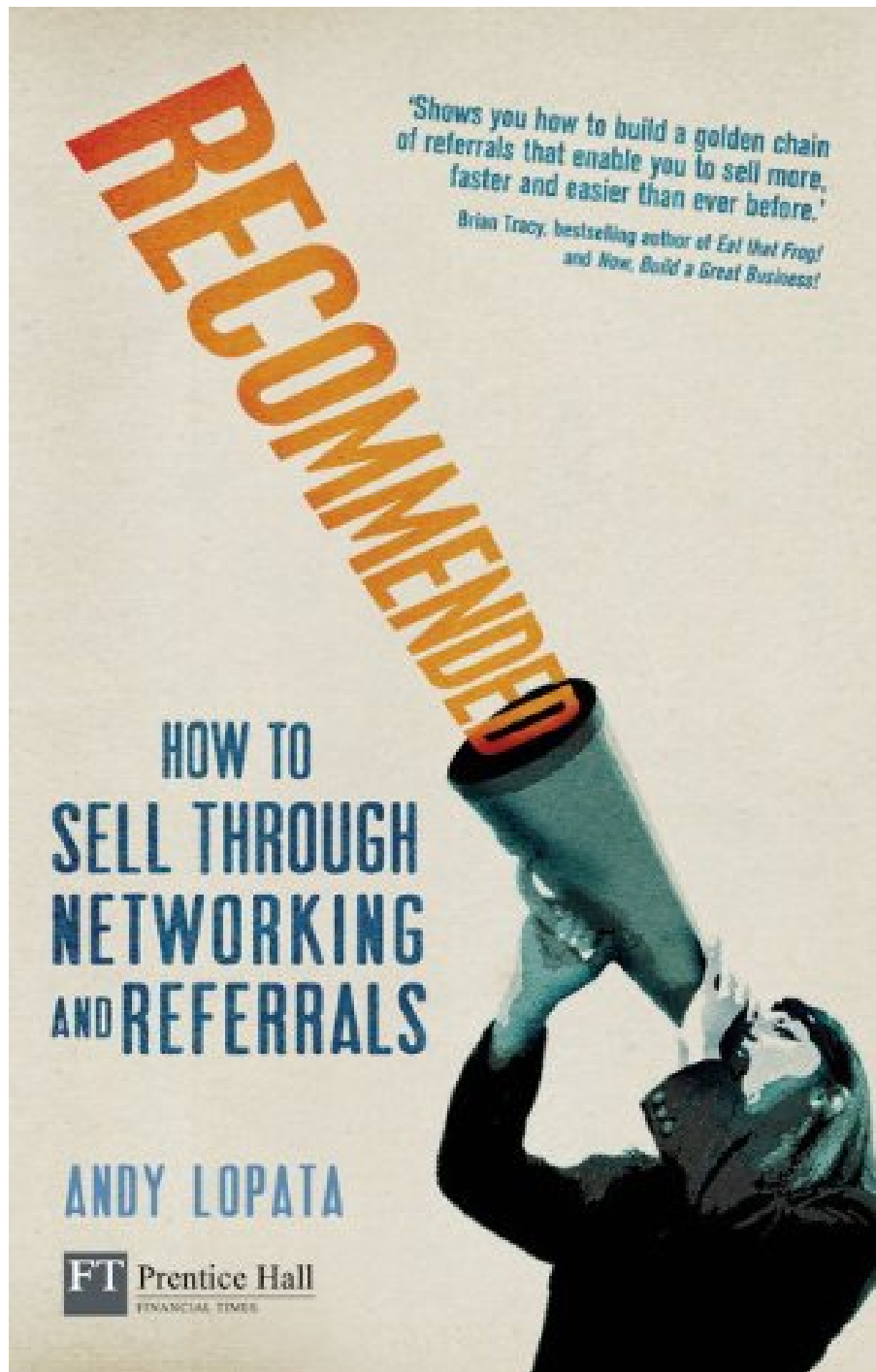


# RECOMMENDED: HOW TO SELL THROUGH NETWORKING AND REFERRALS (FINANCIAL TIMES SERIES) BY ANDY LOPATA



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Review

“Shows you innovative new ways of generating referrals that make getting recommended faster, cheaper and more valuable.”

PQ Magazine 01st October 2011

"...very valuable and in-depth guide providing useful summaries and checklists. The book goes deeper into the nature of trust and understanding between people, which I consider essential for any meaningful endeavour, both personally and professionally."

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Women in Banking and Finance Magazine

October 2011

“...appealingly written with anecdotes and stories to illustrate different points... the writing is clear, direct and active making it feel as if selling through networking and referrals is straight forward, so long as you do it well...”

This was a well written book and would prove useful to professionals:

who already use networking and want some extra ideas  
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Training Zone , 21/12/2011

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## HOW TO GROW YOUR BUSINESS WITHOUT EVER COLD-CALLING AGAIN

Referrals are one of the oldest forms of marketing and we all know that a recommendation from a friend or trusted contact is worth far more than what we hear from an advert or a salesperson. Now there are new ways of generating referrals which make getting recommended faster, cheaper and more valuable. If you don't have an effective strategy to get your business recommended by other people and to promote referrals through networking, you're missing out on the most powerful and least expensive way of creating new business.

- Down-to-earth advice on how to generate better quality business leads that convert more easily and quickly into real sales
- Practical, takeaway information which can be implemented easily in any business that needs to create new sales
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About the Author



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Referrals and recommendations are the most effective drivers of new business. This book will show you how to make your business thrive by generating referrals and sales from your own networks cheaply, effectively and quickly.

Written by Andy Lopata, who was christened 'Mr Network' by The Sun and listed as one of Europe's leading business networking strategists by the Financial Times in 2009, Recommended will show you how to implement a simple yet effective strategy you can rely on to source the leads you need to keep your business flourishing.

You will discover:

How to generate more of the leads that produce better quality business, leads that convert more easily and more quickly into real sales

Detailed guidance on how to use LinkedIn to generate referrals

Practical, takeaway information which can be implemented easily in any business that needs to generate new sales

- Sales Rank: #3859314 in Books
- Published on: 2011-09-01
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .77" w x 5.37" l, 1.21 pounds
- Binding: Paperback
- 304 pages

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#### About the Author

#### Most helpful customer reviews

2 of 2 people found the following review helpful.

Excellent for networking newbies and experts alike

By Linda Parkinson-Hardman

The business of selling both ourselves, our products and services seems to have come full circle. In the old days before supermarkets we would buy everything we needed from the local store, we knew who the traders were, we knew the people that would be able to best solve our problems. Then came mass marketing and mass shopping, suddenly the rules of the game changed and we were buying on price; often ending up unhappy with the end result.

With the advent of social networking online, we are once again becoming used to buying the things we want and need based on recommendations and suggestions from our friends. We are once again familiar with the reality and practicality of the 'recommendation'.

This change has been a boon for the experienced networker, whose skills are honed to within an inch of their life. But what about those people who have yet to tread the networking boards, who know that 'word of mouth selling' is important but don't know what to focus on or where to start? Enter Andy Lopata and Recommended. This book is brilliant for both beginner and 'expert' alike; through practical step-by-step processes with excellent advice and stories to illustrate his explanations. This is definitely a 'must read' for everyone who is engaged in word of mouth selling, whether of their own books, products or services or someone else's.

2 of 2 people found the following review helpful.

Unique among the category

By Gabrielle Hase

There are very few well-written self-improvement/business productivity books out there, and this is one of them. I'm not usually a fan of this genre, as I find them typically self-aggrandising and not very useful. I am thrilled to have found this book, then - Andy Lopata is an elegant writer who manages to impart really useful information and be motivational (in a matter-of-fact way) at the same time. You might think there isn't much new to add to the world of referral networking, but I'd say you are wrong. It's incredible to think how much you can get out of your current network, if only you do it right. I can't recommend this book highly enough and I've really enjoyed it. It's well worth the small investment in time.

0 of 0 people found the following review helpful.

so learn from the master and watch your business grow via the power of referral networking

By Adèle M McLay

Want to build and profit from your network? Then read this book! Andy is recognised as the UK's leading strategic networking expert, so learn from the master and watch your business grow via the power of referral networking.

See all 3 customer reviews...

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