

## Winning more business in financial services : how to score big with referrals and networking

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### Abstrak

Setting objectives and preparing your strategy -- Building your network of essential partners -- Ask for introductions and getting what you want -- Doing the proper due diligence to make a great impression on referrals -- Speaking with referrals in a way that tilts the scale in your favor -- Making centers of influence become better referral sources -- Thriving in changing times -- Improving your efficiency and effectiveness -  
- Dealing with the what if's? -- Creating a referral network for life.