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The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series)

By Tim Templeton



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The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) By Tim Templeton

In *The Referral of a Lifetime*, author Tim Templeton frames a powerful plan for cultivating clients and customers in a fable about businesswoman Susie McCumber, who feels increasingly like a failure. A friend refers her to the mysterious Mr. Highground, who introduces her to four successful people. They show her how they transformed their businesses and their lives by determining how others view them and how they view themselves as both human beings and businesspeople. Each of the four represents a "type" in this schema - from the "relational/business" type who puts the relationship first but thinks strategically when the talk turns to business, to the "business/business" type, who avoids relationships unless they work to a business advantage. Templeton shows how understanding one's type allows one to showcase strengths while improving weak areas in this simple, easy-to-use guide to success in business and in life.



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Editorial Review

From Publishers Weekly

Like *Who Moved My Cheese?*, this book is a management tome in the form of a simple, readable narrative. This first title in the Ken Blanchard Series weaves a handful of business principles into the story of a disheartened businesswoman, Susie McCumber, and her desperation to boost her career. Along the way she meets a spiritual and corporate mentor, David Highground, who spews various prescriptions that aren't all that shocking: business is about relationships; create a massive network; "Keep in touch, consistently, personally and systematically"; and so on. Templeton, CEO of San Diego-based training firm MasterTrack, engagingly uses fiction to espouse his own company's principles (a system named High Ground, natch). It's a basic story, occasionally trite, but it's slickly written and works beautifully as something that's easy to gobble down in one sitting.

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Review

"Entertaining, engaging and informational, *The Referral of a Lifetime* is packed with great insights and direction on how to build a profitable, relational-based company and keep it that way." -- *Fred Johnston, Director of Marketing, Personal Coaching Division, Franklin*

"The Referral of a Lifetime defines an approach to one of the most important aspects of building and keeping a strong base of business and personal relationships-something all of us need to adopt in our lives." -- *Dwight Johnson, Executive Director, Mail Boxes Etc. Foundation*

From the Publisher

Have you ever wondered why success is so easy for others but not for you?

Do other people know some business secret you don't?

Susie McCumber was asking herself these questions over her usual cup of dark roast coffee at the California Coffee and Bistro one morning. She was at a crossroads with her new business that had seemed, only a few months earlier, so achievable. Now she was having doubts. She was unhappy with the person she was becoming in order to achieve the success she desired. Should she return to a "safe" job she didn't like?

She had nearly resigned herself to giving up her dream of success when Chuck, the owner of the coffee shop, referred her to a mysterious person named David Michael Highground. Within 48 hours, Susie's life and business would never be the same again.

After asking Susie some unusual questions designed to see if his system's "secrets" were right for her, the mysterious Mr. Highground introduced her to four successful business people who had, at one time, been in Susie's position. Then they, too, met Mr. Highground, and their lives and businesses were dramatically transformed. One by one, they reveal the four secrets they learned from him.

What will Susie learn? Something surprisingly simple: Susie will find out she doesn't have to change at all. Indeed, before Mr. Highground's system can work, she must learn to be comfortable with who she is and the gifts she already possesses. Only then will she discover that she can be successful in business and in business relationships without ever having to make a cold call again.

In the brief time it takes to read this well written, enlightening story, you, as well as Susie, will possess the Highground insights that promise unmatched performance in any business. Meeting Mr. Highground will truly be a referral of a lifetime--for Susie, and for you!

Users Review

From reader reviews:

Robert Mundo:

Reading a book tends to be new life style on this era globalization. With reading through you can get a lot of information which will give you benefit in your life. Together with book everyone in this world could share their idea. Publications can also inspire a lot of people. A lot of author can inspire their particular reader with their story or maybe their experience. Not only the storyline that share in the ebooks. But also they write about the ability about something that you need illustration. How to get the good score toefl, or how to teach children, there are many kinds of book which exist now. The authors nowadays always try to improve their expertise in writing, they also doing some exploration before they write to their book. One of them is this The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series).

Elizabeth Ashton:

This The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) is completely new way for you who has curiosity to look for some information as it relief your hunger of information. Getting deeper you upon it getting knowledge more you know otherwise you who still having little bit of digest in reading this The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) can be the light food for you because the information inside that book is easy to get through anyone. These books produce itself in the form which can be reachable by anyone, sure I mean in the e-book type. People who think that in publication form make them feel tired even dizzy this reserve is the answer. So there is no in reading a book especially this one. You can find actually looking for. It should be here for you. So , don't miss it! Just read this e-book type for your better life in addition to knowledge.

Edward Avelar:

That e-book can make you to feel relax. That book The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) was colourful and of course has pictures on the website. As we know that book The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) has many kinds or variety. Start from kids until youngsters. For example Naruto or Private eye Conan you can read and think you are the character on there. Therefore not at all of book are usually make you bored, any it offers up you feel happy, fun and rest. Try to choose the best book in your case and try to like reading that.

Jeremy Reed:

What is your hobby? Have you heard in which question when you got college students? We believe that that issue was given by teacher on their students. Many kinds of hobby, Every person has different hobby. And also you know that little person including reading or as examining become their hobby. You have to know that reading is very important in addition to book as to be the point. Book is important thing to add you knowledge, except your current teacher or lecturer. You discover good news or update concerning something by book. Many kinds of books that can you choose to use be your object. One of them is niagra The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series).

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