



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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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:

Rene Defeo:

Do you one of people who can't read pleasant if the sentence chained in the straightway, hold on guys that aren't like that. This The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) book is readable by means of you who hate the straight word style. You will find the data here are arrange for enjoyable reading experience without leaving also decrease the knowledge that want to give to you. The writer of The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) content conveys thinking easily to understand by a lot of people. The printed and e-book are not different in the articles but it just different available as it. So , do you continue to thinking The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) is not loveable to be your top list reading book?

Raul Warren:

Nowadays reading books become more than want or need but also be a life style. This reading routine give you lot of advantages. The huge benefits you got of course the knowledge the rest of the information inside the book in which improve your knowledge and information. The information you get based on what kind of reserve you read, if you want have more knowledge just go with education and learning books but if you want really feel happy read one along with theme for entertaining for example comic or novel. The The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) is kind of guide which is giving the reader unpredictable experience.

Lisa Bentley:

This The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) is great publication for you because the content which can be full of information for you who else always deal with world and get to make decision every minute. That book reveal it details accurately using great coordinate word or we can declare no rambling sentences in it. So if you are read it hurriedly you can have whole details in it. Doesn't mean it only provides straight forward sentences but tough core information with lovely delivering sentences. Having The Referral of a Lifetime: The Networking System That Produces Bottom-Line Results Every Day (The Ken Blanchard Series) in your hand like having the world in your arm, data in it is not ridiculous one. We can say that no book that offer you world within ten or fifteen small right but this guide already do that. So , this is certainly good reading book. Heya Mr. and Mrs. busy do you still doubt that?

Colton Fierros:

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