

*RELATIONSHIP MARKETING:
YOUR KEY TO BUILDING A BOOK OF BUSINESS*

SPEAKER:

LYNE NOELLA, COREFINO

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11:45–1:00 PM

K&L GATES LLP

630 HANSEN WAY, PALO ALTO

LOOKING FOR 80% RESULTS FROM 20% EFFORT ON BRINGING IN NEW BUSINESS? RELATIONSHIP MARKETING EXPERT AND COREFINO EXECUTIVE LYNE NOELLA SHARES THE FASTEST AND EASIEST WAYS TO MAKE THE MOST OF YOUR RELATIONSHIPS:

- How to identify top referral sources-attributes to look for in attorneys, accountants, bankers and other professional service providers.
- How to organize your list of referral sources-from the most likely to refer to the least.
- How to maximize your first meeting with a referral source.
- How often to stay in touch with your network-how often to meet, and what to say.
- How to share opportunities with your network-even when you do not have a client to refer.
- How to organize yourself to consistently nurture your network of professional service providers.

More on Lyne Noella: <http://lynenoeella.blogspot.com>

SPECIAL RATE: \$25 for members and non-members! \$10 for CLE. RSVP to PAABA, 405 Sherman Avenue, Palo Alto, 94306 or call (650) 326-8322 or email info@paaba.org and follow by mailing check.

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