



## **Recommended: How to sell through networking and referrals (Financial Times Series)**

*Andy Lopata*

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*Andy Lopata*

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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

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