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Pick Up the PACE!  
*Putting Referrals into Action*

*Presented by No More Cold Calling®*

**Joanne S. Black**

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*Learn More About*

## **Joanne S. Black | No More Cold Calling®**

Joanne Black is America's leading authority on referral selling and the author of *No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust* from Warner Business Books. She is a San Francisco Bay Area sales speaker and sales trainer with more than 30 years experience as a successful salesperson, sales manager, and business owner. Her No More Cold Calling speaking engagements, webinars, and workshops have brought referral-selling strategies into the new century. Since the founding of her business in 1996, Joanne has built her business solely on referrals and networking activities.

Prior to founding No More Cold Calling, she was an account executive with The Forum Corporation, a global management consulting and training company. She represented such clients as Advanced Micro Devices, Aera Energy, Bank of America Asia, First Interstate Bank, Hewlett-Packard, National Semiconductor, Pacific Gas & Electric, Shell Oil, and VISA.

Before joining Forum, Joanne spent eight years with Omega Performance Corporation, a financial services training and consulting firm, where she held both sales and sales management positions. She was a four-time Paladin Club award winner for sales excellence.

Her entrepreneurial experience began with De Tour, Inc., a retail luggage and gift business in San Rafael, California, which she owned and built into the leading store of its kind in the area.

Joanne earned a B.A. in English from the University of California, Berkeley, and a Certificate in Training and Human Resource Development, with honors, from the University of California Extension. She was formerly an instructor in the University of California Extension Business and Management program.

# ***Introduction***

## ***Get Ready for a Great Adventure!***

“I’ve been hearing wonderful things about you.” Don’t you love hearing that? The purpose of this referral-selling handbook is to help you create a sales world where you will only be meeting clients who want to meet with you — a world where you’ll never have to cold call again, send prospecting letters, or entice clients with special offers. This handbook is your bridge to the world of referral selling.

In this new world, you’ll spend your time wisely, you’ll work less and get more, you’ll secure fabulous clients, and drive revenue and higher profits. You’ll transform the way you work and enjoy a different way of life as a professional salesperson. Once you experience the kind of success referral selling brings, there’s no turning back.

This referral-selling handbook is designed to introduce critical referral-selling concepts, to turn concepts into action, and to help you Pick Up the PACE of your referral-selling business.

## ***Our Focus***

There are really just two parts to sales:

Part 1: Getting in front of the right people

Part 2: Everything after that

The focus of most sales efforts is on Part 2 — conducting a sales call, asking probing questions, proposing, presenting, and closing. How much time and energy do you typically spend thinking about Part 1 — getting in front of the right people? Very little. Think about it. If you don’t get the meeting at the level that counts, nothing else really matters, does it? You might be thinking of that dreaded term, “prospecting,” when you think about getting in front of the right people — and you envision yourself cold calling on the phone, following up on dead leads, or calling door-to-door. It doesn’t have to be like that.

# ***Introduction***

## ***What You Need***

Referral selling is logical and simple, but it's not easy. Otherwise, everyone would be doing it. You need to start using several new skills that are covered in this E-book as you make the transition to referral selling. The rewards, fortunately, are almost instantaneous: better customers, better sales, and a less stressful work life.

## ***Make Referral Selling a Priority***

You need the courage and guts to transform the way you sell, and you need to dedicate time to learn, practice, and implement a referral-selling system. It is a rigorous discipline that delivers a monumental return on your investment.

# Introduction

## How to Use This Referral-Selling Handbook

Whether you have attended a No More Cold Calling Workshop or Webinar, or you're approaching the concept of referral selling for the first time, take the following steps to Pick Up the PACE of your referral-selling business:

**1. Read the handbook and complete each worksheet.** The handbook includes worksheets and instructions from the No More Cold Calling program, excerpts from my book *No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust*, and brand new content to build your Referral Action Plan. You'll learn how to:

- Clarify your business and personal goals—your road map
- Craft your business development strategy—how you spend your time
- Position your business—your 10-second introduction
- Leave effective voicemail messages that get returned
- Set referral-selling goals— you get what you measure
- Build a Plan of Action to achieve your goals

**2. Carve out at least 30 minutes a week** to review the *Pick Up the PACE: Putting Referrals into Action* modules and complete the exercises. You will expand and enhance your referral-selling experience. Write the time in your calendar, put it in Outlook, make an appointment with yourself.

**3. This handbook includes important new content** that can help you successfully make the transition to referral selling, avoiding traps and roadblocks that have slowed the success of others. As you use this handbook, don't just dash off your first thoughts. Really spend time working through the material and think about what it means for your business.

**4. Complete and commit to the Plan of Action** at the end of this referral-selling handbook. This is a critical step in making referral selling a priority and achieving exciting results as quickly as possible.

**5. If you haven't yet purchased my book, *No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust*** from Warner Business Books, take a look at a sample chapter by going to [www.NoMoreColdCalling.com](http://www.NoMoreColdCalling.com) and clicking on "Read the book." My book will become an additional, productive resource for you.

# ***Introduction***

## ***An Open Mind***

You're beginning an exciting adventure. My passion is to transform the way you work. Change isn't easy. You need to be open to throwing traditional sales models out the door, to challenging practices that aren't working, and to enrolling others in the Referral-Selling System.

What does this mean for you?

You'll be pre-sold, shorten your sales time, ace out your competition, get only the great clients you want, and convert prospects to clients more than 50 percent of the time. Maybe even 80, 90, 100 percent of the time. Imagine that...!

Invest time now, and your investment will pay you back 10 fold. Where else can you get this kind of return, while working less and enjoying life more?

Let's get started. Start Picking Up the PACE today!