



### JOANNE BLACK'S POINTS OF VIEW

*Some of Joanne's views are contrarian, and in the established school of traditional sales, considered heretical thinking. But for Joanne Black, and her clients, the only smart approach to client acquisition is referral selling.*

- There's no such thing as a warm call
- Generating qualified leads is the most important step in your sales process
- You're leaving money on the table
- Fire the PITA client
- If you don't ask, you don't get
- Never let your network go down

## No More Cold Calling® Keynote Presentations

### Shift Your Sales Organization to Referral Selling with Joanne Black

Your days of wasting countless hours calling people who don't know you, don't expect your call, and don't want their workdays interrupted are over! There is a better way. **Referrals ensure sales success.** Renowned author and speaker, Joanne Black, introduces organizations large and small to the power of referral selling.

**Joanne Black is the referral sales expert.** A captivating speaker, sales guru, and innovative sales seminar leader, Joanne impacts your sales results immediately. Her motivational speaking style gets teams on their feet, thinking differently about sales. You can have it all: motivational, practical, and tactical.

Address the two biggest challenges your sales teams face:

- Get the meeting at the level that counts
- Convert prospects to paying customers

Joanne offers a fresh perspective to build revenue and profits in today's competitive market. **Consistently attract your best and most profitable customers through referrals,** and turn every client into a source of even more business.

Unleash your referral selling potential and invite Joanne Black to speak at your next sales meeting or conference.

### Keynote Topics

- **Turn Up the Heat on Your Prospecting: Harness the Power of Referrals**
- **9 "Killer Steps" to Boost Your Sales**
- **Put the "Social" Back in Social Media**
- **Get the Trash Out of Your Sales Funnel: Lead Generation That Works**
- **Double Your Referral Network in 45 Days**

**Joanne wrote the book on referral selling.  
Hire the expert. Inspire your audience.**

To book Joanne Black, please call: (415) 461-8763  
or email: [joanne@nomorecoldcalling.com](mailto:joanne@nomorecoldcalling.com)



## RAVES FOR JOANNE BLACK

*“Joanne’s presentation to my sales team was both motivational and full of valuable tips. Recent customer surveys indicated that 90 percent of our customers would refer new customers to us if asked. With No More Cold Calling, we have begun to capitalize on our opportunities and develop new client relationships.”*

Peter A. Goetze, Senior VP & Regional Manager  
First Bank

*“You did such a wonderful job of facilitating Alliant’s Sales Excellence Conference. The stories you shared and the facilitative techniques you used motivated everyone to sell through referrals. You made our conference a standard of excellence in its own right, and now we face the challenge of meeting such high standards again next year.”*

John Addeo, former CEO  
Carol Krause, former Senior VP  
Alliant Resources Group

*“The scorecards are in and the verdict is unanimous. Your presentation was a huge hit. We have rave reviews about the information you conveyed, the candor of your comments, and the great “vibe” that you generated. Thank you for providing a stellar program.”*

Alf Nucifora, Chairman  
Luxury Marketing Council of San Francisco  
and Las Vegas

*“Thanks for your inspiring presentation during the Microsoft Worldwide Partner Conference.”*

Doreen Jacobi, COO  
Derdack - Microsoft Certified Partner

*“We were honored to have Joanne Black as the featured speaker at our invitation-only Executive Lunch program. She inspired the group with her wit and wisdom, fielded challenging questions, and made The Power of Referrals current and actionable.”*

Ed Obuchowski, President  
Bank of San Francisco

## KEYNOTE PRESENTATIONS

### **TURN UP THE HEAT ON YOUR PROSPECTING: HARNESS THE POWER OF REFERRALS**

Tap into Joanne Black’s proven, No More Cold Calling® Referral-Selling System, boost your sales, and fire up your business! Whether you cold call now or not, leverage the power of your referral network and hit your sales numbers without hitting the phones.

### **9 “KILLER STEPS” TO BOOST YOUR SALES**

Shine the light on nine vital business-development steps, and watch your sales soar! Accelerate your “win” ratio and outsmart the competition, be the expert, and sell more with higher margins—in any economy.

### **PUT THE “SOCIAL” BACK IN SOCIAL MEDIA**

Social media isn’t the “next big thing” in sales, you are! Get real, get in touch, and get ahead by understanding the new rules of Sales 2.0. Discover why social media is a powerful tool for three sales reasons, and three reasons only.

### **GET THE TRASH OUT OF YOUR SALES FUNNEL: LEAD GENERATION THAT WORKS**

Attracting the “wrong” kind of clients to your business is like dumping trash in your sales funnel. Energize your sales funnel and get only the “right” prospects in your funnel. The more you target a specific niche and establish your expertise, the greater your sales results.

### **DOUBLE YOUR REFERRAL NETWORK IN 45 DAYS**

Learn practical networking tips, boost your sales visibility, strengthen your relationships with current clients, attract new ones, and meet top-notch referral sources. Turn your contacts into amazing clients and enlist everyone in your referral-sales team.

## ABOUT JOANNE

*Joanne Black is 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 member of the National Speakers Association.*

*Her strategies have increased the performance of many top companies, including: California State Automobile Association, Charles Schwab, Colliers International, KPMG, M3iworks, The Marlin Company, Mechanics Bank, and QBInternational.*

*Joanne Black is an acclaimed speaker and America’s leading authority on referral selling. Presentations can be tailored to suit one-hour, half-day, or full-day schedules. Joanne is headquartered in the San Francisco Bay Area and is available to speak to audiences of 50 or more throughout North America.*

**To book Joanne Black, please call: (415) 461-8763  
or email: [joanne@nomorecoldcalling.com](mailto:joanne@nomorecoldcalling.com)**

No More Cold Calling is a registered service mark of Joanne S. Black.