



The Referral King

Mike Steranka

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In **The Referral King**, Mike Steranka lays out the keys to a successful referral program by shattering the old paradigm and creating a new one. This new paradigm changes the way in which referrals are introduced in to every facet of a sales organization. These techniques will work in any industry and Mike shares the blueprint so you can create the same success in your business enterprise.

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