



Chicago Event

Developing and Implementing a Strategic Referral Strategy

Wednesday, September 22, 2010 | 11:30 am - 1:15 pm

Petterino's | 150 North Dearborn Street | Chicago, IL

Speaker: Tom Ogden, Corbett, Duncan & Hubly, PC

Referrals are the largest, most reliable, and most cost-effective source of new clients for professional services firms; however, many firms still fail to tap the growth potential in referrals simply because they do not have a defined process for doing so. The fastest growing firms are more likely than the average firm to grow through referrals. Results of recent studies show that top performing firms are growing twice as quickly from client referrals as are average firms. One of the most important components of a solid marketing and business development strategy needs to begin with a game plan for referrals-especially from existing clients. The presentation will benefit the members by giving them a framework and tips on how to include this important aspect into the strategic marketing and business development plan.

[Register Today!](#)

Registration Fee: \$50 Members; \$65 Nonmembers

Registration Deadline: September 21 at 11:00 am

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