



The Referral of a Lifetime: The Networking Systems that Produces Bottom Line Results...Every Day!

Tim Templeton

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In *The Referral of a Lifetime*, author Tim Templeton frames a powerful plan for cultivating clients and customers in a fable about businesswoman Susie McCumber, who feels increasingly like a failure. A friend refers her to the mysterious Mr. Highground, who introduces her to four successful people. They show her how they transformed their businesses and their lives by determining how others view them and how they view themselves as both human beings and businesspeople.

Each of the four represents a "type" in this schema, from the "relational/business" type who puts the relationship first but thinks strategically when the talk turns to business, to the "business/business" type, who avoids relationships unless they work to a business advantage. Templeton shows how understanding one's type allows one to showcase strengths while improving weak areas in this simple, easy-to-use guide to success in business and in life.

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