



Duplicate Clients,  
Attract Prospects,  
and Create Advocates. . .  
Without Talking

## PROGRAM DESCRIPTION

Dan Allison is an expert in human behavior and understanding the behavioral element of client referrals. In this presentation, Dan will walk you through the real problem that consumers face in referring the professionals they work with. Then he will show you how to implement simple strategies that will help you start getting referrals right away without ever feeling like a salesperson. Drawing from his background in clinical and behavioral psychology, Dan has interviewed thousands of clients to learn how they *want* to be approached about referrals. The results are detailed in this popular talk that has been described as “brilliantly simple,” “eye-opening,” and “the most refreshing presentation in years.” Some key take away points you will learn:

1. Why the majority of their clients do not give referrals as frequently as they could.
2. The true roadblocks that prevent most professionals from creating effective referral relationships.
3. How to implement simple, step-by-step strategies to begin getting referrals immediately.