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Sommario/riassunto	<p>Developing a solid referral base is the single most important and difficult task you face as a salesperson. Now you too can achieve results like the sales megastars. In Creating a Million-Dollar-A-Year Sales Income, master sales trainer Paul McCord sets out a detailed, yet flexible course of action that has been proven to generate referrals in virtually any sales system or environment and in any industry. This easy-to-listen to, conversational reference guide features compelling real-world examples of common sales mistakes and solutions that will transform lost opportunities into real prospects. You'll discover how to:-</p> <ul style="list-style-type: none"> - Generate a large number of qualified referrals from each of your clients- - Turn your clients into your personal sales team- - Negotiate for more referrals- - Avoid the most costly mistakes salespeople make- - Guarantee future generations of referrals- - Increase your sales production and income by 200, 300, or even 1,000 percent in just months