

Getting Business To Come To You Regularly and Systematically

The marketing email you sent probably escaped the spam filters and was read, but are you one of those business professionals who have someone talking so enthusiastically about your products and services to others? Every business owner has to be visible before they can be credible. You will agree that no marketing strategy ever generates more loyal clients than having one person telling another, that your product or service is the best in town!

The Smarter Way To Acquire Referral Business

To some, word-of-mouth is like storytelling, to others, it is product information communicated with a layer of credibility. Gain **Word-of-mouth Business Acquisition Tactics (WOMBAT)** today by acquiring time-tested and effective tips from the Master of Networking who in 1999, brought to Singapore the world's largest business referral platform through BNI.

Learn How To Beat Your Competitor in the Race

WOMBAT is a **3-hour interactive workshop** you should not miss! Start building your referral system and learning what your competitor has not, by gaining excellent tips and understanding how **powerful and diverse your network of contacts** can be! Learn how to **create powerful messages, delivered effectively** while working your networks and developing lasting relationships. Make referral asking a part of your proactive marketing strategy!



WOMBAT for Business Professionals

A Public Workshop by MERVIN YEO

Date: 20 July 2011

Time: 2 to 5.30 pm

Venue: The ACTION ROOM, #04-41 Bras Basah Complex

Investment: \$280 / \$180 if you register with a friend

About the Workshop

WOMBAT is a well-planned, well-executed word-of-mouth program that offers you a way to replicate yourself by creating dozens of sales volunteers for your company or business where each of them carry your business card and recommends your services or products to potential clients. WOMBAT is a **well-crafted** and **successful workshop** that has shown thousands of business owners the way to a prosperous word-of-mouth based business.



The speaker, MERVIN YEO, Founding National Director of BNI Singapore has spoken to thousands of business owners and marketing professionals locally as well as Malaysia, Indonesia and the Philippines. He is also a contributing author to New York Times best-selling book, Masters of Networking. He knows, speaks and teaches the language of referrals. Today, BNI operates in 47 countries around the world.

Who Will Benefit

Business owners, consultants, professionals, sales and marketing executives who depend a lot on referral-based business.

Secure your seat before your competitor does!

REGISTER: www.bnisingapore.com

ENQUIRE: wombat@bnisingapore.com

Closing Date: 10 July 2011

