



# REFERRAL MASTERY SYSTEM

*"20 years helping advisors drive rapid growth."*

## BIOGRAPHY

**Michael Brizz**, CMC, CSP is the developer of the Referral Mastery System, which is creating a huge impact for sales professional and financial advisors. Advisors have utilize the Referral Mastery System to become the #1 producer in their firms and reach the highest levels in the industry including earning inclusion on the Barron's List of Top 100 Brokers in the industry and Top of the Table. Advisors implementing The Referral Mastery System add between \$20 and \$100 Million in new assets from referrals within 24 months.

Over the past 20 years, Mike has trained tens of thousands of financial advisors and sales professionals on how to dramatically increase productivity, operate their business "By Referral Only" and build powerful positions in profitable target markets.

Mike is one of only 20 people in the world who hold the dual designations of Certified Speaking Professional and Certified Management Consultant, the highest designations possible in these professional fields. He has led sales forces in 30 countries around the world to record performances.

Michael's workshops are highlights at many leader's conferences, home office training, and industry meetings. His articles appear frequently in leading industry publications. He is the author of the program, "Attract High-Quality Referrals with Distinctive Events: How to easily host referral events that are fun, flawless and lucrative".



**Michael Brizz**,  
CMC, CSP

## TESTIMONIALS

**"Our advisors were fired up by your tools and ideas.** You provided them with an approach that integrates the best ideas in generating referrals and building strong client relationships."

—Michael K, UBS

**"You were a HOME RUN! I** couldn't have designed a more perfect or more powerful conclusion to our conference for our top agents. **You delivered everything you promised and more.** You had a roomful of our most successful agents in your hand from the beginning through the end."

—Charlie M, State Farm

**"Success has come quickly.** Within 24 hours of your workshop, I hear from advisors who apply your tools and are getting referrals. Your **strategies make sense** to advisors and are **easy to implement.**"

—Bob M, Wachovia Securities

**"I learned more from you in 60 minutes than I did in 6 hours of Merrill's referral training."**

—Kevin B, Sales Manager,  
Merrill Lynch

## KEYNOTES, WORKSHOPS & TRAINING PROGRAMS

- Referral Mastery® Workshop Series
- Re-charge Your Business After the Crash
- Get Dozens of quality introductions in 90 days
- Beyond Referrals: How to Develop an Elite Corps of Advocates
- Carve your niche: how to build dominant positions in profitable target markets
- How to Consistently Generate Top Quality Recruits

## TRAINING FORMAT

1. Main Platform Presentations and Workshops for National or Regional Meetings
2. Branch or Cluster Meetings
3. Personalized Workgroups for Select Teams
4. Group Coaching Program for Select Groups of Advisors
5. Tele-seminars and web-casts