

Playbook to Generate Leads, Build Relationships, and

author: Josh Turner



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Synopsis

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How many times have you heard someone say, "It's not what you know; it's who you know"? We all know the importance of relationships in creating and growing a business, yet most of us don't know exactly what to do about it. We go to networking events, meet associates for coffee, or maybe even email prospective clients, but it's never quite enough. The challenge that faces us and the problem with these activities is that they don't scale. The number of people you need to meet in order to advance your business, build your influence, and fill the top of your sales funnel is simply too many to handle. This book contains the solution. In *Connect*, Josh Turner lays out a step-by-step process to meet and connect with the people that matter to your business at scale. The techniques outlined will teach you to use new tools and marketing channels to build relationships without being confined by time.

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