

Social Media Trainer Doubles Revenue – Credits Referral Institute

From Bank Vice President to Social Media Trainer working at home, Renia Carsillo credits her company's success to the Referral Institute and BNI - where she doubled her revenue and at the same time gained marketing strategies, referrals and relationships

(Tampa, FL.) September 10, 2012 – Local “SoloPreneur,” Renia Carsillo, is enjoying spending more time with her sons, while doubling her revenue for her social media training company. She credits the [Referral Institute](#) for her success in the New Economy.

Renia Carsillo was a Branch Manager at a top five commercial bank, working 70-plus hours a week, and was promoted five times in four years. Even so, she became tired working long hours and not spending quality time with her children.

According to a recent article from Forbes, whether you're starting your own business, searching for the perfect co-founder or transitioning to a new job—networking can be your life support. It can propel you to the next level professionally, while simultaneously enhancing different aspects of your personal life. (1)

In 2009, Renia decided to leave her day job and started her own company, C2B Development as a coach and social media trainer. Renia faced a significant problem, how to market her online business offline.

“Without the big bank name behind me I didn't know how to leverage my strengths to generate business in a fast and effective way so I could work less and make my mortgage payment,” commented Renia. “I knew how to cold call, but had no time to do enough of it.”

Renia joined classes offered through the Referral Institute within the first 90 days of starting her own business. She learned a useful tactic for motivating referral sources. By using that tactic, Renia landed a \$20,000 deal the very next day.

From the Certified Networker Program, Renia learned:

- 1) How to compel people to refer
and
- 2) How to systematize the networking process to predict how much business to expect from referrals each month

Two programs offered in the Referral Institute include the “Certified Networker Program” and “Room Full of Referrals”.

- The Certified Networker Program is a 12 Module College Level Curriculum that teaches a structured approach to building your business through word of mouth referrals.

- Recent graduates expect \$10,000-\$50,000 in incremental profits / commissions in the following year as a result of what they have learned during the program.
- Room Full of Referrals is a 2.5 hours, one session course.
 - The class highlights 4 primary behavioral styles within humans. Understanding these styles increases one's profitability through relatability.

Renia added, "It's all about simple and flexible strategies that don't require a lot of cash which most startups don't have."

The [Referral Institute](#) is opening their doors for a **FREE Certified Networker** Educational and Introductory Evening on Monday, October 8, 2012 from 5:30-7:30 PM at the Pebble Creek Country Club in Tampa, FL. Attendees are to R.S.V.P by October 5 to tampa@referralinstitutedtampa.com.

About The Referral Institute and Tom Fleming:

Tom Fleming is the Director of Training for the Referral Institute in Tampa FL. Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. The Referral Institute is an international franchised referral training and consulting company with locations in the United States, Australia, Canada, Germany, Ireland, Switzerland, the United Kingdom, Austria, Netherlands, Sweden, France, and the Middle East. The Referral Institute supports business professionals who rely on referrals, by creating profitable business relationships which enable business growth. The result: More money in less time while building lifelong relationships. Referrals for Life®. For more information, visit www.referralinstitute.com.

(1) Forbes.com. July 24, 2012. 4 Ways to Ace Your Next Networking Event:
<http://www.forbes.com/sites/glassheel/2012/07/24/4-ways-to-ace-your-next-networking-event/>

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