



7L: The Seven Levels of Communication: Go From Relationships to Referrals

By Michael J. Maher

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Can you imagine receiving a referral each and every day? Neither could real estate agent Rick Masters.

(7L) *The Seven Levels of Communication* tells the entertaining and educational story of Rick Masters, who is suffering from a down economy when he meets a mortgage professional who has built a successful business without advertising or personal promotion. Skeptical, he agrees to accompany her to a conference to learn more about her mysterious methods. Rick soon learns that the rewards for implementing these strategies are far greater than he had ever imagined. In seeking success, he finds significance. This heartwarming tale of Rick's trials and triumphs describes the exact strategies that helped him evolve from the Ego Era to the Generosity Generation. This book is about so much more than referrals. This is about building a business that not only feeds your family, but also feeds your soul.

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Editorial Review

Review

“If you want to win in business...this book will show you how.”

—**Dave Ramsey**, author of *EntreLeadership* and *The Total Money Makeover*

“(7L) is the clearest, most concise book I’ve read on what it takes to be a great salesperson. It is obvious why Michael J. Maher is one of the greatest sales people in the world. This book will become a classic.”

—**Larry Kendall**, Chairman Emeritus of The Group, LLC, and author of *Ninja Selling*

“Master the generosity game...build a powerful, referral-based business...put the wisdom of (7L) into practice.”

—**Gary Keller**, *New York Times* bestselling author of *The Millionaire Real Estate Agent*, *The Millionaire Real Estate Investor*, *SHIFT*, and *The ONE Thing*, and Cofounder of Keller Williams Realty International

“(7L) is the most reliable and sensible business-building system I have ever seen... If you follow this amazingly simple recipe, I guarantee success will follow you.”

—**Todd Duncan**, *New York Times* bestselling author of *Time Traps* and *High Trust Selling*

“Required reading for all my coaches! Excellent!”

—**Bob Corcoran**, founder of Corcoran Consulting & Coaching

“Every real estate agent needs to read this book and give it to all their referral partners. In (7L), Michael J. Maher shows you how to build a recession-proof network.”

—**Dr. Ivan Misner**, founder of BNI and Referral Institute and *New York Times* bestselling author of *Masters of Sales*

About the Author

Michael J. Maher, “North America’s Most Referred Real Estate Professional” and founder of the Generosity Generation, is dedicated to helping salespeople earn a better living and live better lives. He rocketed to the top of his profession by earning more than \$1 million in his third year of full-time real estate. With the slogan of *We’re not #1...YOU are®*, the Kansas City Home Team continues to be one of the top real estate companies in Kansas City. Maher is one of the most in-demand speakers on referrals, generosity, marketing, and relationship-building.

Users Review

From reader reviews:

James Blouin:

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Raymond McMillion:

On this era which is the greater man or woman or who has ability to do something more are more special than other. Do you want to become certainly one of it? It is just simple strategy to have that. What you need to do is just spending your time little but quite enough to experience a look at some books. On the list of books in the top checklist in your reading list is definitely 7L: The Seven Levels of Communication: Go From Relationships to Referrals. This book which is qualified as The Hungry Hills can get you closer in getting precious person. By looking upwards and review this publication you can get many advantages.

Katie Cardiel:

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