

THE REFERRAL ENGINE

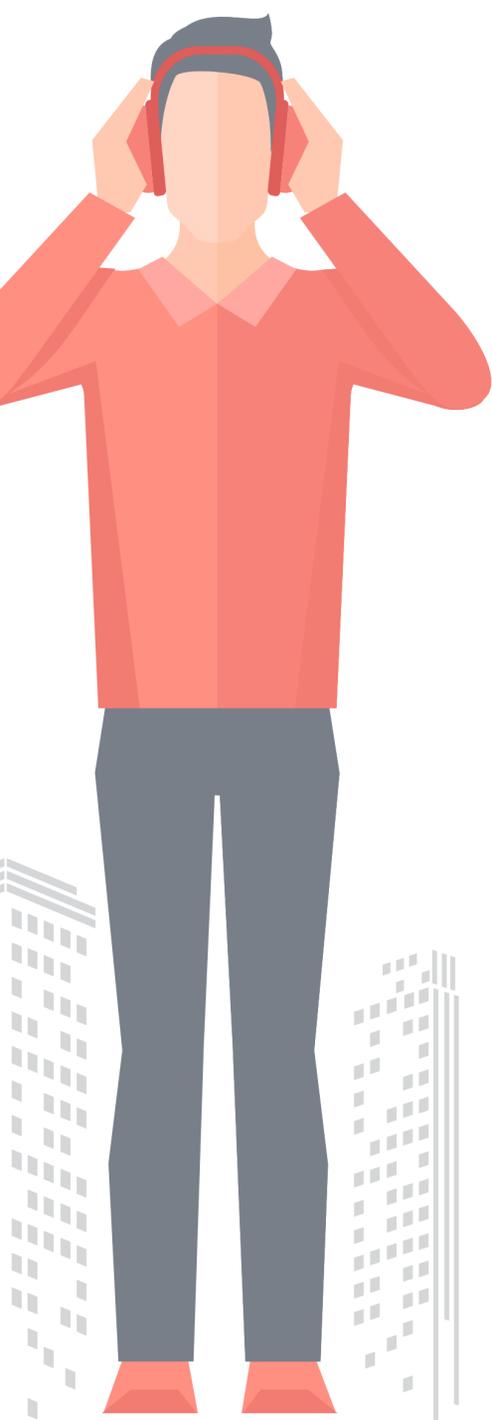
FRANK NAPOLITANI



Frank L. Napolitani is a Director in the Financial Services Group. With nearly 20 years of experience working with an array of financial services organizations, including a fund of hedge funds, family office and prime brokerage firm, Frank provides business consulting services to investment fund managers in hedge funds, private equity, real estate and venture capital.

Frank assists clients during the prelaunch stage by helping them budget their prelaunch and year 1-3 expenses, choose service providers (e.g., legal, fund administration, prime brokerage, outsourced compliance) and handle general infrastructure items such as real estate and IT services. In addition, he helps them develop marketing materials to present to prospective investors. Since 2005, Frank has been involved directly and indirectly with over 100 fund launches; and continues to consult a number of those managers today.

TODAY'S SUBJECTS



How to become a referral engine



He gives advice as if he was part of the company and not just an agent



How to be an important part of your client's business



How to cultivate good business relationships



He gets in front of people



Why he doesn't have to make a cold call anymore



Talking with clients, perspective clients, vendors, etc. is the most important part of the job and take up most of his day



How his network helps him edge out his competition



How to separate yourself from others



GET IN TOUCH WITH **FRANK NAPOLITANI**



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