

Storyselling For Financial Advisors : How Top Producers Sell

Notes taken by Bill Orender as Art Williams trained his key company leaders on how to win, how to build an organization, recruiting and a positive attitude

Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by Warren Buffet, one of the greatest "storysellors" of all time.

Get Equipped To Build the Financial Services Business You Want Frustrated with constantly lurching instead of confidently leading? Has your crystal-clear vision for your business become unfocused as demands and distractions grow? You're not alone. Most financial advisors feel they don't have control of their business. There is a way to break free from the frustrations and distractions that hold you back from having the clients you want, the money you need, and more time to do what you love. Read this book and learn to: Stop reacting and focus on what matters most Create crucial habits to get your priorities done Identify key activities to find and engage new prospects/ Develop compelling conversation skills that actually work Build conviction for your process and how you help your clients "Psst...Paul Kingsman is talking to you. Yes, I mean you! You don't have to be in business very long to habitually be distracted from accomplishing things that you know will make your business a success. Using his Olympic-winning strategies, Paul helps you focus on "your" goals, "your" future. Paul lays it out there for you. Isn't it time to work on what "you" want? Take the first step and buy this book. You won't regret it." - Deena Katz, CFP(r), Texas Tech University "Financial advising is a highly competitive field full of distractions. Who better to guide and motivate than Paul Kingsman, an Olympic medalist, a financial advisor, and now an advisor to advisors. You'll learn the habits that separate participants from achievers." - Mitch Anthony, Author, "StorySelling for Financial Advisors"

Sales training doesn't develop sales champions. Managers do. The secret to developing a team of high performers isn't more training but better coaching. When managers effectively coach their people around best practices, core competencies and the inner game of coaching that develops the champion attitude, it makes your training stick. With Keith Rosen's coaching methodology and proven L.E.A.D.S. Coaching Framework™ used by the world's top organizations, you'll get your sales and management teams to perform better - fast. Coaching Salespeople into Sales Champions is your playbook to creating a thriving coaching culture and building a team of top producers. This book is packed with case studies, a 30 Day Turnaround Strategy for underperformers, a library of coaching templates and scripts, as well as hundreds of powerful coaching questions you can use immediately to coach anyone in any situation. You will learn how to confidently facilitate powerful, engaging coaching conversations so that your team can resolve their own problems and take ownership of the solution. You'll also discover how to leverage the true power of observation and deliver feedback that results in positive behavioral changes, so that you can successfully motivate and develop your team and each individual to reach business objectives faster. Winner of Five International Best Book Awards, Coaching Salespeople Into Sales Champions is your tactical, step-by-step playbook for any people manager looking to: Boost sales, productivity and personal accountability, while reducing your workload Conduct customer/pipeline reviews that improve forecast accuracy, customer retention and uncover new selling opportunities Achieve a long term ROI from coaching by ensuring it's woven into your daily rhythm of business Design, launch and sustain a successful internal coaching program Turn-around underperformers in 30 days or less Build deeper trust and handle difficult conversations by creating alignment around each person's goals and your objectives Coach and retain your top performers Collaborate more powerfully and communicate like a world-class leader Training develops salespeople. Coaching develops sales champions. Your new competitive edge.

A Tactical Playbook for Managers and Executives

Life Centered Financial Planning

Barack Obama and the Future of Liberalism

The Art of Building High-trust Client Relationships for Financial Advisors, Insurance Agents and Investment Reps

How to Create Happy Loyal Clients

Success as a Financial Advisor For Dummies

Choosing a financial advisor is one of the most important decisions people make in life. They're entrusting someone with their livelihood, their future, and their family, so the choice is not something they take lightly. Given the stakes, the search almost always begins with a referral, and that's why the most successful advisors in the industry are the ones who know how to get referrals and are proactive in doing so. In The Referral Magnet, Kelly Edwards shares the formula for generating more referrals than ever before, all without asking for them. Her proven approach has been used by successful advisors all over the country to become more referable and make small but impactful changes in how they operate. This paradigm-shifting book is packed with practical advice you can implement right away, and includes downloadable content for each chapter along with stories from the industry's top advisors about their creative solutions, lessons learned, and mistakes made along the way. The search for a "magic bullet" is over. Referrals are-and always will be-the best way to grow your financial practice, and this book shows you how to get more referrals than ever before.

Bring your financial planning to life by bringing life to your financial planning. Life-Centered Financial Planning: How to Deliver Value That Will Never Be Undervalued shows financial planners and advisors how to radically improve the service they provide their clients by tying their decisions and strategies to their clients' life events, stages, and goals. Written by distinguished financial professionals Mitch Anthony and Paul Armson, Life-Centered Financial Planning provides readers with practical advice and concrete strategies to revolutionize their organization and client service by: · Focusing on what matters most to clients, rather than maximizing assets under management or pushing products · Understanding that a strong financial plan means more than simply

accumulating as much money as possible · Building a business model that is good for everyone involved: the financial advisor, clients, and the organization · Moving from being a commodity to being your client's trusted advisor The book is perfect for a financial planner or advisor who wishes to adapt to the radical redefinition of financial services taking place today.

Knock-Out Networking! is based on Michael Goldberg's proven system for attracting more prospects, more referrals, and more business to the pipeline. These proven approaches have helped thousands of sales reps, sales managers, business owners, and job searchers change the way they develop relationships. And they will do the same for you!

Use Your Contacts as the Building Blocks to Success "The 'Golden Rules' for developing a continuous chain of high-quality referrals for any product in any business." —Brian Tracy, bestselling author of The Psychology of Selling "This easy-to-use, practical guide will dramatically increase your referral stream." —Jon Voegelé, Regional Vice President of Agency, COUNTRY Financial "Matt Anderson has written an indispensable manual to doing business in our networked age where ideas and business opportunities travel virally." —Magnus Lindkvist, trendspotter and author of Everything We Know Is Wrong and The Attack of the Unexpected When you ask a successful salesperson how he or she gets so much business, the answer is always the same: "Word of mouth." A quality referral is vastly more valuable than any other form of marketing. But how much time and effort do you actually spend harvesting those referrals? Fearless Referrals shows how to secure consistently higher quality referrals the right way. This groundbreaking guide provides a toolbox of wording that works, powerful fear-killing techniques, and proven referral-gathering methods that will completely transform your business. Learn how to: Overcome the fears of rejection and appearing needy Develop a six-step system where others are comfortable opening doors for you Create relationships that foster future referrals Ask the right people, the right way, at the right time for a referral You can build a world-class business simply by leveraging your most valuable asset—your network. As you become increasingly fearless about referrals, word-of-mouth is more than the bank.

How P.V. Narasimha Rao Transformed India

Your Guide to a New Career Ninth Edition

Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions and Close More Deals

Fearless Referrals: Boost Your Confidence, Break Down Doors, and Build a Powerful Client List

Crossing the Invisible Bridge to Exceptional Client Service and Consistent Growth

The Art of Selling to the Affluent

Selling with Emotional Intelligence

Drawing upon Howard Lashner's more than two decades of success in the financial services industry, 10 Common Mistakes Financial Advisors Make & Simple Ideas to Avoid Them demonstrates that what many advisors consider standard operating procedures are really missed opportunities to build better, longer-lasting client relationships. Using real-world client experiences, as well as his own, Lashner focuses on eliminating mistakes that keep financial advisors from delivering the highest-level client experience possible, and from expanding their business and client roster. The result is his philosophy on how to work with clients, and a plan of action you can implement to create a personalized client experience.

Selling is as old as civilization itself. Put in the simplest of terms, selling is the exchange of goods and services for something of value. To financial advisors, however, the sale is often seen in a negative light, and many cringe at the word "sell." Interestingly, the same advisors who shy away from the concept of selling are often those who find themselves selling every single day! Sometimes they're even participating in the selling process multiple times throughout the day--and they may not realize it. Asking for client referrals, developing strategic alliances, seeking and talking with new prospects are all obvious parts of the selling process, but selling happens every time you remind a client why it's a good choice to do business with you, too. The fact is that most CFAs(R), CFPs(R), CPAs, and other professionals did not obtain these titles because deep down they really wanted to be in sales. Most times, their interests tend more toward data, analysis, and more solitary orientations. Selling is probably the last thing those who entered these fields were thinking of doing. They may not have considered the "people" aspect of their chosen profession; the aspect that involves sales. For this reason, and some others, turning into a salesperson seems like a negative, degrading thing. Many advisors will conjure up the picture of the slimy used-car sales guy. It's time to recognize selling as the valuable activity that it is. It is a way to: Let people know who you are and what you do well. Get your message out to those who need it. Promote your planning process, wealth management services, or investment expertise. Use your relationship skills to close new business. Take your business to the next level. If you want to grow your business, the bottom line is that you--or someone on your team--need to sell, and to sell well. This book will offer guidance on how you can sell in a comfortable and effective manner.

This book sets the record straight on why the Federal Reserve failed to rescue Lehman Brothers during the financial crisis.

You may have heard that financial service firms aren't traditionally designed for serious growth. Well, they were wrong! Do you want to become a million-dollar financial advisor, boost client satisfaction, and dramatically expand your business? The Financial Advisor's Success Manual provides all the answers and strategies you need to do just that. Complete with proven techniques, expert insights, and practical tips to maximize your profitability, this one-stop guide will show you how to break the cycle of moderate growth by teaching you how to: • Develop a differentiation strategy • Define and implement your six core client-facing processes • Balance the cost of services with the value delivered • Enhance client loyalty • Perfect your personal marketing and sales approach • And more! You didn't start your financial services firm with a goal

of modest gains. So don't settle for that! By implementing the methodologies and strategies in this manual, you can grow your business beyond your wildest expectations--all while serving your clients better.

So You Want to Be a Financial Planner

Serious Money

The Pocket Guide to Sales for Financial Advisors

The Definitive Guide to Becoming a Successful Financial Life Planner

From the Boiler Room to the Living Room

How to Connect with More Clients, Enjoy More Freedom and Make a Positive Difference

The Fed and Lehman Brothers

A comprehensive, step-by-step process for launching your career as a financial planner. Here is everything you need to know - from getting the right credentials to getting the right clients. Over the next few decades, billions of dollars will be changing hands as millions of Baby Boomers retire. Learn how you can play an important role in ensuring the financial health of future generations!

The essential handbook integrating fear and horror into D&D play, this guide provides everything Dungeon Masters need to run a horror-oriented campaign or integrate elements of creepiness and tension into their existing campaigns.

Happiness Leads To Success If you're an experienced financial adviser looking for a new approach to serving your clients, loving your work and building your own long-term financial security, then this book is for you. Read *The Happy Financial Adviser* to: Achieve greater financial results by first embracing the science of happiness; Tear down industry barriers that stand between you and the success you deserve; Embark upon the Truly Independent six-step journey towards happiness and freedom; Reclaim your time, attract more clients and experience less stress; Be happier in business while building a secure financial future. If you feel that your work-life balance needs adjusting, or that despite helping your clients provide for their future, yours still looks uncertain, this book is the first step to getting on track.

Storyselling for Financial Advisors How Top Producers Sell Kaplan Trade

Your Client's Story

Your Clients for Life

The ultimate guide to building high-trust, high-profit relationships and a thriving practice

Locker Room Notes

Know Your Clients and the Rest Will Follow

How to Attract, Service, and Retain Wealthy Customers and Clients for Life

The Financial Advisor's Success Manual

Are you ready to discover the secret to thriving in today's fee-based financial services environment? The old transactional, sales-based approach is fast becoming defunct. The real key to outstanding success as a financial adviser is helping your clients get more of what they really want from life. John Dashfield shares a revolutionary new paradigm in psychology that clearly demonstrates that your state of mind is the most significant factor in creating a growing, prosperous and sustainable 'Client-centred' practice. This book will help you build exceptionally strong, high-trust and mutually profitable client relationships; conduct powerful client conversations; become comfortable and effective when discussing fees; effectively engage new clients and re-engage existing ones; eliminate stress and increase your everyday enjoyment and fulfilment.

Increase Profits, Be more Organized, attract a Higher Quality & Quantity of Referrals, Run Your Business so That It Doesn't Run You, Take Your Business to the Next Level... With Breakthrough Business Development! Breakthrough Business Development shows you how to attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize your most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in your business. Praise for the Pareto System, Featured in Breakthrough Business Development. "I am just beside myself on the results gathered so far from instituting the Pareto System. I use an agenda for meetings now and have formulated a standard package given to new clients. Already I have sent out twenty thank-you cards to new referrals. I even got a referral from a referral if that makes sense. Some clients didn't know that I was still expanding my business. I am also finding advocates that I didn't classify as such. Opening twenty accounts in this short time span is amazing but already I have another ten leads in the pipeline. You guys were right, it does work." "We have been building client relationships for 45 years... Pareto Systems successfully helped us to pause and then guided us through the process of defining the appropriate business structure and systems which will strengthen and enhance our best client relationships. We are now focusing on a comprehensive, systematized program for select clients. The results have been amazing-client satisfaction is way up and so are revenues."

When P.V. Narasimha Rao became the unlikely prime minister of India in 1991, he inherited a nation adrift, violent insurgencies, and economic crisis. Despite being unloved by his people, mistrusted by his party, and ruling under the shadow of 10 Janpath, Rao transformed the economy and ushered India into the global arena. With exclusive access to Rao's never-before-seen personal papers and diaries, this definitive biography provides new revelations on the Indian economy, nuclear programme, foreign policy and the Babri Masjid. Tracing his early life from a small town in Telangana through his years in power, and finally, his humiliation in retirement, it never loses sight of the inner man, his difficult childhood, his corruption and love affairs, and his lingering loneliness. Meticulously researched and brutally honest, this landmark political biography is a must-read for anyone interested in knowing about the man responsible for transforming India.

A must-have reference for financial advisors In step-by-step detail, Success as a Financial Advisor For Dummies covers how a current or would-be financial advisor can maximize their professional success through a series of behaviors, activities, and specific client-centric value propositions. In a time when federal regulators are changing the landscape on the standard of care that financial services clients should expect from their advisors, this book affords professionals insight on how they can be evolving their practices to align with the regulatory and technological trends currently underway. Inside, you'll find out how a financial advisor can be a true fiduciary, how to compete against the growing field of robo-advisors, and how the passive investing trend is actually all about being an active investor. Additionally, you'll discover time-tested advice on building and focusing on client relationships, having a top advisor mindset, and much more. Master the seven core competencies Attract and win new business Pick the right clients Benchmark your performance Start your own firm Brimming with practical expert advice, Success as a Financial Advisor For Dummies is a priceless success tool for any wannabe or experienced financial advisor.

A Framework for Avoiding the Mistakes Everyone Else Makes

How to Deliver Value That Will Never Be Undervalued

The Distraction-Proof Advisor

The Art of Marketing Mutual Funds

The 10X Financial Advisor

Values-based Selling

The Client-centred Financial Adviser

The financial planning profession is undergoing a transformation from the historical approach of transactions and straight asset accumulation to an integrated financial and life planning strategy for customers. Your Clients for Life: The Definitive Guide to Becoming a Successful Financial Life Planner is a roadmap that financial planners can use to understand how to make the connection between financial planning and life planning. Its premise is that advisors of the future will need to deal more with money as an element of a client's life that cannot be viewed alone.

The best financial advisors are well equipped to succeed regardless of market conditions. Based on interviews with fifteen top advisors, each doing several million dollars worth of business every year, The Million-Dollar Financial Advisor distills their universal success principles into thirteen distinct lessons. Each is explained step-by step for immediate application by veteran and new financial professionals alike. The lessons cover: * Building and focusing on client relationships * Having a top advisor mindset * Developing a long-term approach * Specialization * Marketing * And much more The book also features two complete case studies. First there is the "best of the best" advisor whose incredible success showcases the power of all the book's principles working together in concert. The second is an account of a remarkable and inspiring career turn around and demonstrates that it's never too late to reinvent oneself. Brimming with practical advice from the author and expert insights from his interview subjects, The Million-Dollar Financial Advisor is a priceless success tool for any and all financial advisors.

Learn what makes a client trust you to be their financial advisor. Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by Warren Buffet, one of the greatest "storysellors" of all time. These actual stories can help financial pros tap into the "gut reaction" of different types of clients. the book also includes special topics on communicating to women, the 50+ market, and the affluent.

From the mental toughness coach of a World Series-winning team?a simple, three-step program to winning in life People with inborn talent may be good at what they do—but only the mentally tough reach the highest plateaus in their field. Fortunately, mental toughness is something anyone from any walk of life can learn. Director of mental training for the St. Louis Cardinals and a top-tier executive coach, Dr. Jason Selk is an expert on teaching people how to develop the mental toughness needed to attain their goals. In this book, he shares hands-on daily exercises for breaking old, self-defeating patterns of behavior and replacing them with the can-do attitude and positive behavior that leads to measurable positive results. Executive Toughness outlines the steps for attaining high-level success:•Accountability?truly develop a "no-excuse" mentality•Focus?significantly increase attention, focus and confidence•Optimism?recognize and redirect thoughts patterns for increased execution and performance By incorporating these steps into your daily life, you'll be on the path to attaining your goals. Once you make these behaviors part of your mental "DNA," and there will be no turning back!

Ineffective Habits of Financial Advisors (and the Disciplines to Break Them)

The Supernova Advisor

Your Blueprint for Massive and Sustainable Growth

Breakthrough Business Development

Gain Control, Work Smarter, Succeed Sooner

Defining Conversations

How to Structure and Grow Your Financial Services Practice

The Supernova Model is a client service, client acquisition, and practice management model that drives an explosive acceleration in revenue and client satisfaction by capitalizing upon the 80/20 Rule. First implemented by financial advisors at Merrill Lynch—under the leadership of author Rob Knapp—it has grown increasingly popular within the financial services industry. The Supernova Advisor skillfully outlines this proven model and reveals how it can be used to create an exceptional experience for your clients, while significantly growing your business.

With this latest edition of The New Retirementality, readers will quickly discover how to achieve the freedom to pursue their retirement goals?at their own pace, on their own terms?regardless of their age. Most people won't experience the same retirement that their parents did, nor do they necessarily want to. Page by page, top financial planner Mitch Anthony reveals

how new opportunities will enable individuals to create tailor-made retirements. He includes new research and studies to back his insights and introduces readers to important concepts such as "wealthcare" and "return on life." Filled with engaging anecdotes and inspirational suggestions, this book will motivate readers to rethink the way they retire. Seminar industry veteran Miller-Heckman reveals her step-by-step process for creating events that produce results and convert attendees into satisfied clients.

Most Financial Advisors fail to run their practice like a business and consequently never live up to their full potential. Even worse they find themselves trapped by the demands of their clients and unable to lift the proverbial ceiling on their income. This book will take you on a journey through the proprietary Quantum Leap Success Model built to help financial advisors achieve massive and sustainable growth. So, you want to be a million-dollar producer or dare I say it, a multimillion-dollar producer. How do you get there? The simple answer is that you need a recipe. Many financial advisors toil in mediocrity for years haphazardly trying different ways to jump-start their business. They forge their path forward by feeling, or even worse by trial and error. They waste time, effort, and money, chasing every new idea, thinking that this time will be different. This time they will become the success that they always dreamed that they could be. Unfortunately, time and time again, they find themselves stuck in the cohort of the average. The good news is that you do not have to be average anymore. There is a model to build just about everything. If you want to build a house, you would be out of your mind to proceed without a blueprint. If you want to build a business, you can build a plan emulating the world's most successful companies. There is absolutely no difference in our business. If you want to be a financial advisor superstar, The 10X Financial Advisor provides you with a blueprint for success. In almost every profession, there is a cohort of people that make up the best of the best, la creme de la creme. The rest of the surrounding people are left looking in with wonder. How did they achieve such fantastic success? How did they get to such an extraordinary level of talent? You could very well be talking about the computer scientist that can code ten times faster and more proficient than their peers or the salesperson that earns 10x more than the others. Almost everywhere you look, there are people who have broken out of the mold of mediocrity and go on to do something truly great within their respective spheres. How about your company? At most financial firms, there is one, or perhaps a few individuals who are ten times more successful than all the other advisors. What are they doing differently than you? Has it ever felt like you work just as hard, but do not even come close to the same output? The 10X Financial Advisor will provide you with a clear, simple to follow, formulaic approach to massively growing and scaling your financial services business. By the time you finish this book you will possess the blueprint that will allow you to transform your practice and turn it into a thriving and sustainable business. You can be the one in your company that everyone else is envious of and looks up to. You will possess the knowledge to accomplish the very pinnacle of success within financial services. You can become a card-carrying member of the 10X club.

The Financial Services Revolution and What it Means to You and Your Clients

The New Retirementality

The Financial Professional's StoryBook

Seminars for the Financial Advisor

Storyselling for Financial Advisors

Executive Toughness: The Mental-Training Program to Increase Your Leadership Performance

A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level

Is Barack Obama the savior of liberalism—or the last liberal president? Charles R. Kesler's spirited analysis of Obama's political thought shows that he represents either a new birth of liberalism—or its demise. Who is Barack Obama? Though many of his own supporters wonder if he really believes in anything, Charles R. Kesler argues that these disappointed liberals don't appreciate the scope of the president's ambition or the long-term stakes for which he is playing.

Conservatives also misunderstand Obama, according to this leading conservative scholar, educator, and journalist. They dismiss him as a socialist, hopelessly out of touch with the American mainstream. The fringe Right dwells on Obama's foreign upbringing, his missing birth certificate, Bill Ayers's supposed authorship of his books. What mainstream and fringe have in common is a stubborn underestimation of the man and the political movement he embodies. Reflecting a sophisticated mix of philosophy, psychology, and history, and complemented by a scathing wit, I Am the Change tries to understand Obama as he understands himself, based largely on his own writings, speeches, and interviews. Kesler, the rare conservative who takes Obama seriously as a political thinker, views him as a gifted and highly intelligent progressive who is attempting to become the greatest president in the history of modern liberalism. Intent on reinvigorating the liberal faith, Obama nonetheless fails to understand its fatal contradictions—a shortsightedness that may prove to be liberalism's undoing. Will Obama save liberalism and become its fourth great incarnation, following Woodrow Wilson, Franklin D. Roosevelt, and Lyndon B. Johnson? Or will he be derailed by his very successes? These are the questions at the heart of Kesler's thoughtful and illuminating book.

Author Mitch Anthony has been recognized as the voice of conscience for the financial services industry. For more than a decade, he has shown advisors how building authentic, genuine relationships can serve clients' best interests and build healthily—and financially successful—practices at the same time. In From the Boiler Room to the Living Room, Mitch examines where the financial services industry has failed in the past, and what it needs to do to restore trust at both the individual and industry levels. He teaches readers how to better understand the emotional significance of the money that clients entrust to their advisors and the struggles they face as they attempt to get "more life for their money." The book also discusses why venture philosophy, funding single moments, and rethinking one's purpose in life is more important to clients than net worth or asset allocation. Finally, it discusses how to develop dialogues that forge meaningful, long-term client connections—in other words, how to stop selling and start listening.

Secret to sales success starts with higher emotional intelligence (E.Q.). Improve your E.Q. and watch your sales soar! Emotional Intelligence (E.Q.) is the ability to relate to people and maintain positive relationships, and is now widely regarded as more critical to workplace success than I.Q. Selling With Emotional Intelligence will help sales professionals improve their E.Q. for better performance.

Win more deals with the perfect sales story! "Power Messaging is a foundational element in our global marketing campaigns and sales training programs. We believe the concepts are core to engaging in customer conversations that

are focused on their outcomes and what they want to achieve.” —Karen Quintos, CMO and SVP, Dell Inc. “The concepts outlined in this book are critical skills to building a world-class presales organization.” —Ken Hamel, Senior Vice President, Global Solutions and Presales, SAP “Our new messaging, using the approaches presented in this book, is great and is being widely used by our sales team. We’ve never had a year end sales meeting with content that was met with such widespread acceptance and enthusiasm.” —Jerry D. Cline, Senior Vice President, Retail Sales and Marketing, AmerisourceBergen Drug Company “The best salespeople sit across the table and make change easy for their customer by creating a succinct story and vision for what to change, how to change it, and how it will impact customer results. An enterprise focus on sales messaging, using the concepts in this book, is the hidden secret to driving incremental sales productivity and overwhelming customer success!” —Ken Powell, Vice President, Worldwide Sales Enablement, ADP “The Power Messaging techniques in this book are the foundation of how our marketing team creates our sales messages, as well as the process our field sales teams use for delivering that message in a unique and compelling way. At Kronos our results are a reflection of the power of the tool.” —Aron Ain, CEO, Kronos About the Book: In today’s highly competitive world of complex sales, commoditization of your brand is one of the greatest dangers. You must differentiate yourself from the competition—or you will lose out. And the way to do that is through customer engagement. Rather than sell your own corporate story and brand message, you need to tell customers their story—the one in which they are the heroes and they achieve success. Erik Peterson and Tim Riesterer have been developing and honing their Power Messaging sales technique for more than 20 years, and now they reveal all their secrets in Conversations That Win the Complex Sale. Presenting a catalog of facts or playing 20 questions with prospective customers is the surest way to lose the sale. Peterson and Riesterer provide the tools you need to recraft your message into a compelling story that wins more deals. With Conversations That Win the Complex Sale, you’ll learn how to: Differentiate yourself from the competition by finding your “Value Wedge” Avoid parity in your value propositions by creating “Power Positions” Create a message that can literally double the number of deals you close Spike customer attention and create “Wow” in your conversations Prove all your claims without resorting to lists of boring facts and statistics Your competitors are out there telling their own corporate story—a story customers don’t want to hear. Now is the time to seize the moment. This book is the one and only source you need to reframe your sales story and turn the tables on the competition by fully engaging their would-be customers. Conversations That Win the Complex Sale helps you create and deliver messages that customers care about, giving your brand the clear edge in today’s crowded markets.

The Referral Magnet

How Top Producers Sell

A Little Book about a Big Idea

Planning Your Life and Living Your Dreams....at Any Age You Want

The Excellent Investment Advisor

Art Williams 1977-2007

The Million-Dollar Financial Advisor

A how to guide to avoiding the mistakes ineffective financial advisors most often make Based on a 15-year consulting program that author Steve Moore has led for financial advisors, Ineffective Habits of Financial Advisors (and the Disciplines to Break Them): A Framework for Avoiding the Mistakes Everyone Else Makes details proven techniques which allow advisors to transform their business into an elite practice: business analysis, strategic vision, exceptional client service, and acquiring high net worth clients. Told through the story of a purely fictional and completely average financial advisor, each chapter begins with an ineffective habit that is then countered with a discipline that improves business results and adds value. The book Details a step-by-step strategy for working through current clients, rather than relying on cold calling to form new relationships Includes anecdotes collected through both personal experience and stories relayed to him by clients and colleagues Provides question and answer segments, examples, and homework assignments Ineffective Habits of Financial Advisors (and the Disciplines to Break Them shows you how to deliver exceptional service while generating higher revenue per client.

The Happy Financial Adviser

Growing Your Financial Practice Through the People You Already Know

10 Common Mistakes Financial Advisors Make and Simple Ideas to Avoid Them

The New Financial Advisor

Knock-Out Networking!

Heroes of Horror

Powerful Lessons and Proven Strategies from Top Producers