

18 SPEAKERS TO LIGHT UP YOUR SALES!



BILL ANDREW



WADE BALDWIN



WILLIAM BELL



RICHARD COOPER



MILDRED DAVIS



PETER DEMANGOS



JOHN FIRSTBROOK



ROBERT FLEISCHACKER



MARK HALPERN

- ❖ How they build solid relationships
- ❖ How they communicate the need for insurance
- ❖ How they present their recommendations to their clients
- ❖ How they manage their practices for maximum effectiveness

Practice management

- * What is a managing general agency for?
- * The secrets of business-to-business sales
- * Yes, I agree with you!
- * Sell the details and the differences...
- * Malpractice is not only an issue for doctors!
- * Today's complex society has created a new reality that is affecting advisors. Find out what it is.
- * What are the most powerful questions to ask your clients?
- * Do not guess! Ever!
- * How can you tell if you are wasting your time?
- * The best ways to lose your clients are...
- * Referrals? The real solution to get them!
- * Did you ever drive the "10/3/1" route?
- * A good business development tool? Try the funnel.
- * Everything is urgent. If there is none, create urgency!

Visit our website to discover our complete lineup!

180 IDEAS

TO ENHANCE YOUR SUCCESS!

The power of life insurance

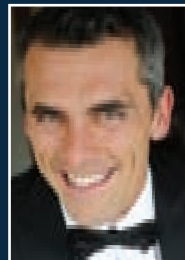
- * A yellow light always turns red
- * Insurance 101: do not skip the key first step
- * Are you in the "income business" or the "assets business"?
- * The difference between useful insurance and powerful insurance...
- * Business owners: what are their concerns and where do advisors fit in?

The client!

- * Involve your client to help your client
- * How to paint a picture of your client's "tomorrows"
- * How to get the professionals around your client on your side?
- * Have you ever published a "Journal" for your clients?
- * The value of building a clientele you like
- * Do you give your client what they want, or do you give them what they need?

You!

- * The three ways you get paid: find out what they are!
- * Of course you have competitive advantages! Don't you?
- * Can you name your great grandparents?
- * Do you need your own financial advisor?
- * How to earn the "trusted advisor" title?
- * Find out why it is important to ...
 - waste your time
 - be a quarterback
 - be vulnerable



DOMINIC PAQUETTE



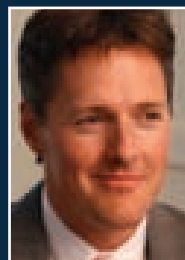
LEE HELKIE



BARRY PASCAL



ELLIOTT LEVINE



ROGER THORPE



BRIAN MALLARD



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