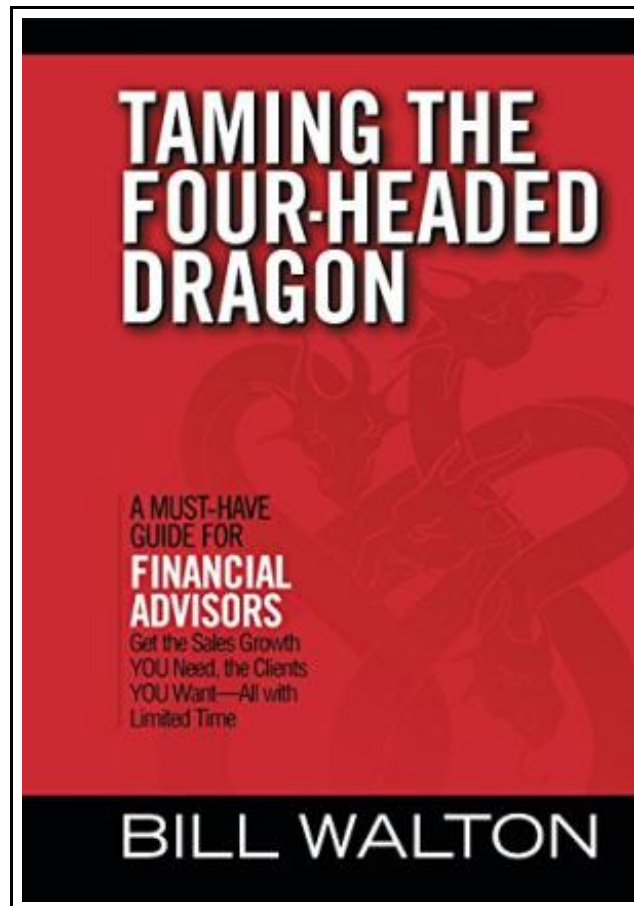


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Reviews

Extensive guideline! Its this kind of very good study. It really is full of knowledge and wisdom I discovered this book from my i and dad encouraged this publication to understand.
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iUniverse, United States, 2014. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****.A financial advisor s job can be one of the most rewarding in today s economy. You follow the markets, help people reach their financial and personal goals, and make a decent living while doing it. But the recent downturn in the global economy and general skepticism regarding Wall Street has advisors working harder than ever to manage and grow their business. Every FA must sign more new clients to keep their practice viable. If you are a financial advisor who is struggling to balance all that it entails to run, market, and administer your business, then Taming the Four-Headed Dragon is the book for you. This phenomenal book, as one reviewer called it, is packed with proven tactics and strategies to help financial advisors be clear on who is an ideal prospect for them and arm their referral sources with relevant messaging to make these connections. Author Bill Walton provides a prospecting system that turns every conversation or meeting into a beneficial next step toward closing business. This must-have guide for all financial professionals who sell reveals how to: set meaningful goals that pull you toward action; profile your ideal client; write a clear and compelling value proposition; craft and share crisp messaging with referral sources and centers of influence; and conduct meetings that always lead to a next step. Bill Walton s sales training programs have been adopted by Wall Street s top firms and high-profile Fortune 500 companies. Drawing on his years of experience and success from the sales forces that he serves, Bill Walton has provided an essential guide for achieving success in the ever-competitive arena of financial sales.

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