

Selling is not about pushing products any more. Pitches or sales gimmicks do not persuade the contemporary cynical, savvy consumer. In today's world, successful financial services and product sales professionals must build mutually beneficial relationships with their clients based on trust and respect. Authors James M. Benson and Paul Karasik use their experience and accomplishments in finance and insurance to identify 22 key sales strategies that anyone can use, including sales professionals in other industries. Much of the advice, for good or ill, is not specific to the area of financial services. Each chapter explains a triedandtrue, applicable sales strategy in an easytounderstand format. You've heard some of these strategies before, but others will provide new fuel to energize your approach to sales. Each strategy makes sense and getAbstract.com recommends this book to everyone who sells financial products, whether you are a weathered sales veteran or a novice who is still finding your way.