



Seminar Marketing Sales Training Techniques for the Financial Professional

By Frank Eberhart

iUniverse, Inc. Paperback. Book Condition: New. Paperback. 73 pages. Dimensions: 8.7in. x 6.0in. x 0.3in.As the financial industry evolves, industry professionals must adapt to new approaches and ideas to survive, grow, and prosper. It has become increasingly difficult to maintain a current client base, let alone attract new clients with an investment environment that moves faster than a stock trade. The prospecting market is changing, becoming more challenging and risky, with consumer rights protection such as the do not call lists, with their hefty fines and new compliance requirements. The simplistic and commonsense approach is gone-instead, we have developed a brokerese language that sometimes those in the industry dont even understand. In the business guide Seminar Marketing and Sales Training Techniques for the Financial Professional, author Frank James Eberhart, CEP, RFC, explains his agenda for successfully gaining new clientele: Generate seminar attendanceHow to get results from your seminarsHow to increase your revenueHow to prepare effective PowerPoint presentationsHow to develop your sales and closing skillsEberhart uses a simple, straightforward approach that translates into effective seminars that obtain-and keep-new clients. So make the most of it-be prepared, be professional, and be effective! This item ships from multiple locations. Your book may arrive...



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