

PASSION PROSPECTING

New Clients - New Assets - New POWER!

Finding new clients and new assets is critical to your success.

But most advisors are still being taught ancient sales and prospecting techniques that don't work are painful to use.

This program will teach you the modern prospecting skills you need to find new clients and build your business the right way, a better way...YOUR WAY!

You can grow your business and have more fun doing it!

In this program you will learn:

- ▶ **First steps** - the 5 core beliefs and attitudes you need before you can prospect
- ▶ **Discipline** - How to set the right goals and create a simple prospecting plan that works
- ▶ **Motivation** - how to stay excited, active and find true motivation inside yourself
- ▶ **Building prospecting campaigns** that add focus and fun for you and your team
- ▶ **Modern prospecting techniques** including:

Referrals: A new way of professionally leveraging your top clients and centers of influence

Events: How to maximize your new business results from seminars & workshops

Social Networking: How to market to friends and neighbors without looking pushy or salesy

Target Marketing: How to become to "go-to" advisor for an entire industry, profession or niche

Direct Mail: How to use modern physical mail intelligently...even with HNW clients

E-Marketing: The web contains an entire universe of business opportunity...if you know what to do

Phone: Cold calling may be dead, but the phone can still be a viable tool for growth

Trade shows: Take advantage of exciting meetings and events going on in your community

And much more!



Frank Maselli is a former U.S. Army officer and a 33-year veteran of the financial services industry. He's written three best-selling books and trained thousands of advisors in advanced marketing techniques. Frank helps advisors grow in a modern way and have more fun doing it. He captivates audiences with intelligence and passion and inspires people to action. He's been voted as the "Top Industry Speaker" for 7 straight years by Merrill Lynch!

