

Passion Prospecting

The Modern Path to Growth!

Building new relationships and gathering net new assets are critical to your success. But most advisors are still being taught ancient sales and prospecting techniques that don't work, are painful to use, and feel unprofessional...especially with wealthy prospects.

This program will teach you modern marketing skills and tactics that will help you get active and energized again. They will help you build your business a better way...YOUR WAY!

Yes, 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 wealthy 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



Frank Maselli is a former U.S. Army officer and a 35-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, passion, and humor that inspires people to action! He's been voted as the "Top Industry Speaker" for 7 straight years!

