



Storyselling for Financial Advisors : How Top Producers Sell

Scott West, Mitch Anthony, Mitch Anthony

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Learn what makes a client trust you to be their financial advisor.

Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by Warren Buffet, one of the greatest "storysellors" of all time. These actual stories can help financial pros tap into the "gut reaction" of different types of clients. the book also includes special topics on communicating to women, the 50+ market, and the affluent.

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