

31 Things Your Toughest Wholesaling Competitor Won't Tell You

- 1) They know how to listen, not just hear.
- 2) They know their appointment plan – they never show up and throw up.
- 3) They know how to manage their time and they're always on time.
- 4) They know most advisors hate to wait, so they operate with an extraordinarily high sense of urgency.
- 5) They know their product, inside and out.
- 6) They know their closest competitor's products, perhaps better than they do.
- 7) They know their industry, markets, and economy. They are both a student of the business and a valuable resource.
- 8) They know the broker dealers/agencies/RIAs that they serve – intimately.
- 9) They know how to be creative, because they understand that differences sell. Alternately, they know people that can help them create.
- 10) They know how to command the platform; they own the stage (big or small). They are a requested speaker.
- 11) They know how to say no, the right way.
- 12) They know hard work isn't magic, it's just hard.
- 13) They know that deepening relationships via their ongoing advisor recon work is critical.
- 14) They know how to take the high road, even when it's the most uncomfortable road to travel.
- 15) They know that their advisors and COIs do not care about their issues. They are the bright spot in a client's potentially bad day.
- 16) They know their business etiquette.
- 17) They know how to be a little bit better in a whole lot of things, because it's often a game of inches.
- 18) They know that they are only as good as their team, and they have regular, pre-planned, productive meetings with them.
- 19) They know, and respectfully appreciate, everyone up and down the org chart. Both in their firm and in their advisor's firm.
- 20) They know how to do at least one thing in a great way that no else does as well as they do.
- 21) They know that their product does not provide every solution every time. They tenaciously guard their integrity.
- 22) They know how to seek out opportunities to grow and improve.
- 23) They know that the expression of sincere gratitude for the business partnerships that they have never gets old.
- 24) They know the impact of an impeccable personal appearance, from head to toe.
- 25) They know that they get referrals because the manner in which they conduct business is infinitely referable.
- 26) They know how to operate with a service mentality.
- 27) They know they cannot choose not to work with everyone, and those they work with are delighted that they do.
- 28) They know that innovative and artful entertaining separates you from the competition.
- 29) They know how to tailor their presentations, ideas and concepts based on the age, geography, and business success of the advisor.
- 30) They know how to relate to the advisor's client and are asked to meet with them/present to them regularly.
- 31) They know the lessons that they have learned from having their teeth kicked in.