

PROVEN STRATEGIES TO TRANSFORM YOUR WHOLESALE PRACTICE

The landscape of distribution is filled with same suit, same briefcase, and same pitch wholesalers.

They are floating (drowning?) in the Sea of Sameness, unable to display and convey their MQ - Memorability Quotient® to the financial advisor.

In the "Proven Strategies to Transform Your Wholesaling Practice" presentation, we will focus on assisting you with developing the strategies we at Wholesaler Masterminds® have found (through nearly 5000 hours of coaching) to have the highest and most immediate positive impact on a wholesaler's territory.

THIS SESSION WITH COACH ROB SHORE WILL HELP YOU LEARN

- How to begin crafting your PVP-Peerless Value Proposition®
- How to expand the reach of your practice (and build solid Presence in Your Absence) with email, snail mail, and voice mail marketing
- The tremendous sales impact of pre-meeting Advisor Reconnaissance - and how to do it properly
- Specific tactics for pre-meeting preparation including Advisor Data Sheets and Advisor Agenda usage
- How to ask more insightful questions of prospects and existing producers
- The steps to constructing a repeatable, Systematized Follow-Up Process
- Ways to enhance your Closing Skills - which includes Trial Closing and asking for the business
- Tips to Leverage Technology, for productivity and organization
- Insights from The Millionaire Wholesaler™

Wholesaler  **Masterminds®**

WHERE GOOD WHOLESALERS BECOME GREAT WHOLESALERS

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THE AGENDA

Introduction

- What Financial Advisors Want
- A Wholesaler's MQ - Memorability Quotient®
- The Millionaire Wholesaler™

Creating and Marketing Your PVP – Peerless Value Proposition®

Marketing Your Practice

- Wholesaler Email Clinic
- Presence in Your Absence
- Building a Marketing Calendar

Break

Advisor Appointment Success

- Advisor Recon
- 76 Great Questions
- Data Sheets
- Closing
- Systematized Follow- up Process

Technology Tips for Productivity and Process

Review + Wrap-up & Goal Setting

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