KEYNOTE
PRESENTATION

ADVANTUS MARKETING
ADVANCING YOUR MARKETING MOMENTUM

Connecting with the Minds and Emotions of Prospects and Clients

Financial advisors and professionals must distinguish themselves from the competition to capture and foster new client relationships. This requires you to correctly communicate your value in ways that speak from the prospect's and client's point of view. This insightful presentation will teach advisors what to say and how to say it to meet the psychological needs of prospects and clients and foster a truly distinct client experience.

You Will Learn:

- The psychological and emotional needs of prospects and clients
- How to avoid the common mistakes when explaining your value
- Ways to establish your value early, without jargon or rambling
- Relevant discovery questions that establish a deeper connection
- How to close on next steps, without implied pressure
- The keys to expanding your network of warm introductions

Suggested Presentation Time: 60 minutes

www.advantusmarketing.com