

图书基本信息

书名：<<百万金融服务实践/MILLION-DOLLAR FINANCIAL SERVICES PRACTICE>>

13位ISBN编号：9780814480526

10位ISBN编号：0814480527

出版时间：2007-10

出版商：Amacom Books

作者：Mullen Jr., David J

页数：344

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内容概要

In The Million-Dollar Financial Services Practice, author David J. Mullen, Jr. reveals how to become a top-producing financial advisor using the method he has taught at Merrill Lynch and is famous for in the industry. This comprehensive book combines marketing, prospecting, sales, and time management techniques into a system that will help readers build a successful and lucrative practice. Mullen gives financial advisors all the tools and guidance they need to:

- * get the appointment
- * build relationships
- * convert prospects to client
- * retain clients
- * use niche marketing successfully
- * balance current clients and prospects
- * increase the products and services each client uses
- * attract millionaire clients

Containing templates, scripts, letters, and 15 tried-and-true Market Action Plans, this indispensable guide shows readers how to take their financial services practice to the million-dollar level and beyond.

作者简介

David J. Mullen, Jr. (Englewood, CO) recently retired as a Managing Director at Merrill Lynch, where he trained over 500 advisors. His advisor training program has had a consistent success rate of twice the industry average. His methods have been adop

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