



Referrals Forever: And Other Tips for Success in Financial Services

By Terry Clu Chfc Cook

Dog Ear Publishing, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Obtaining qualified referrals is the goal of every financial advisor. The more people you see, the more people you have the potential to help. That s the philosophy of Terry Cook, a successful regional vice president in the life insurance industry who has talked with thousands of financial advisors across the country. In Referrals Forever, he shares techniques that will help advisors achieve a constant flow of referrals: What motivates people to refer high quality prospects. How to create a powerful, focused message to attract referrals. How to develop permanent referral partners who continually provide high quality referrals. Terry describes practical, hands-on ways financial advisors can successfully spread the word about their services and develop referral partnership from hosting open houses, using social media to network, selecting the right venue to talk with small or large groups, and rewarding referral partners. He knows firsthand the importance of financial advisors-life insurance has played a huge role in his family s heritage- and he is passionate about helping others learn from his observation of successful financial advisors. Terry...



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