



The New Recruit and The Sales Process

By Michelle Havelock

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Keeping it Simple! Keeping it Real!
Every Aspiring Financial Advisor's Guide.

A Practical Guide to using Basic Knowledge, Selling Skills and Techniques to deliver to Prospects, Financial Ideas and Concepts while discovering and satisfying Financial Needs.

A comprehensive step by step guide to the universal concept of The Sales Process.

THE OBJECTIVES OF KEEPING IT SIMPLE! KEEPING IT REAL!

The objectives of this book are rather simple like the title. It is written to provide a simple/practical roadmap for Financial Advisors on goal setting and achievement while providing the knowledge to sharpen skills and improve attitudes, fundamental to the success in his/her new career and to identify techniques for successful business management while making the formal sales process exciting and fun!

It's helping to create habit, a good habit of utilizing the ever existent sales process unconsciously and naturally but in a fun way to help discover needs in the short, medium and long term.

Remember, this is NOT an attempt to “reinvent the wheel”. This is a process tried and used over and over by successful sales people in the industry.

Maybe it's not being taught or learnt because realistically too many people are either lazy to share their methods and experiences or are too lazy to try it (because of the “get rich quick” attitudes) and this is what has caused the stigma from the old days of selling the intangible to be ever present in the forefront of the minds of the people in today's growing society.

We, as professionals must be determined to rid of the stigma that we have been victims to for the past decades and change the mindset of the masses and prove ourselves as the professional that we are, by the manner in which we conduct our business, our ethics and by KEEPING IT REAL!

So sit back, have a read and relax and even if you've tried using this process in your sales, pretend it's the first time you're reading about it and you know what? Develop your own style from the content and apply it at least once and see if it makes a difference to both you and the prospect, which you can turn into a client today!

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