



Taming the Four-Headed Dragon: A Must-Have Guide for Financial Advisors: Get the Sales Growth You Need, the Clients You Want-All with Limited Time (Hardback)

By Bill Walton

iUniverse, United States, 2014. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****.A financial advisor s job can be one of the most rewarding in today s economy. You follow the markets, help people reach their financial and personal goals, and make a decent living while doing it. But the recent downturn in the global economy and general skepticism regarding Wall Street has advisors working harder than ever to manage and grow their business. Every FA must sign more new clients to keep their practice viable. If you are a financial advisor who is struggling to balance all that it entails to run, market, and administer your business, then Taming the Four-Headed Dragon is the book for you. This phenomenal book, as one reviewer called it, is packed with proven tactics and strategies to help financial advisors be clear on who is an ideal prospect for them and arm their referral sources with relevant messaging to make these connections. Author Bill Walton provides a prospecting system that turns every conversation or meeting into a beneficial next step toward closing business. This must-have guide for all financial professionals who sell reveals...



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