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Building A Financial Services Clientele (One Card System)



Synopsis

The 11th edition of Building a Financial Services Clientele is the essential guide to mastering the One Card System. Master the science and the art of financial services sales success with the book that has made the One Card System a proven winner for over 50 years! This edition provides step-by-step instructions on how to: Understand the client-building philosophy Use Social Media for improved prospecting Conduct an effective fact-finding interview Use Activity and Efficiency Points to Stay on Track Use the CAM System Understand the consultative sales cycle Whether you're a beginner or an established professional, there is only one proven system that will bring you true success...that's the One Card System, and this is the book that will help you master these proven techniques.

Book Information

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Customer Reviews

For those who don't know. Al Granum was nothing short of a genius in this business and the principles he talks about in this book are timeless and yes they do work in today's market, very, very, very well!! Almost every Million Dollar producer I've been in contact with or heard speak makes reference to the Granum method and buying this book has been one of the best things for my practice. Get it read it read it again and put it into practice. If that is, you want to be uber successful in the financial services industry...

Every time I read this book, I learn something new! It re-energizes, and re-engages me into the

business! It's a book that never stops giving!

To lengthy and too detailed it makes it hard to quickly implement but overall good book

Great book for our needs! Happy to have found something for our business.

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