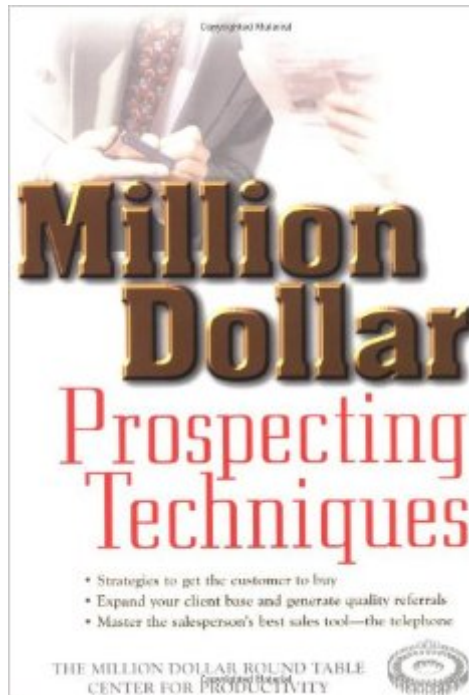


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# Million Dollar Prospecting Techniques



## Synopsis

You've heard from the rest, now learn from the best-Million Dollar Prospecting Techniques Effective prospecting skills are the foundation upon which successful sales careers are built. Now, learn the secrets of effective prospecting from some of the most successful sales professionals in the world. Based on interviews with members of the prestigious Million Dollar Round Table-the top six percent of the international life insurance sales industry-Million Dollar Prospecting Techniques features fascinating and instructive case studies and anecdotes; proven prospecting strategies, systems, and formulas; and step-by-step guidance on all key aspects of sales prospecting, including: \* Attitude, authenticity, and other intangibles \* Locating and qualifying prospects \* Leveraging the telephone's full power \* Making cold calling more effective-and more fun \* Building networks and getting referrals \* Marketing-including a chapter on electronic marketing techniques No matter what product or service you sell, you won't want to be without this authoritative guide to the art and science of effective prospecting techniques. Also available in the Million Dollar Round Table series: Million Dollar Selling Techniques Paper \* 0-471-32549-X \* \$16.95 USA/\$26.50 CAN Million Dollar Closing Techniques Paper \* 0-471-32551-1 \* \$16.95 USA/\$26.50 CAN

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## Customer Reviews

This book reflects a low standard from an excellent organization. It is a mixed plagiarization with cliches and fails to deliver anything of substance to those wanting more. As someone who trains financial planners, skip this book. There are better books on prospecting and attitudes about

prospecting such as the psychology of call reluctance (see my list of suggested sales books). Others, like SPIN selling do a much better job on the subject of selling in general. Skip this one. Buy one of the others. Demand better from MDRT.

I needed a book on prospecting because I just got started in automotive sales. This dull book wasted most of it's time discussing attitudes and philosophies about selling. Another entire chapter of this 5 chapter gem was devoted to networking at parties (and the only parties discussed in this chapter were ones where lots of successful rich business owners are in attendance-gee thanks). Basically I get ten times more useful prospecting ideas out of one chapter of Tom Hopkins "How to Master the Art of Selling" than this entire book!

This book is an excellent tool for the blood of selling which are the prospects. It helps you to develop and learn the technique that you can feel comfortable with and master it. I started using one of their suggestions already have appointments that are not just good, they are profitable. READ IT AND USE IT.

I help educate and motivate financial advisors every day and finally I have found a book that backs up my own personal beliefs. This is a must for all financial advisors as we go into the year 2000. I personally give this book to my clients as a gift.

Overall, a strong collection of ideas and techniques to increase activity. I have been coaching and training agents for over a decade. Some of these techniques provide great examples of how to conduct yourself as a professional. Other ideas are little more than snappy one liners that may turn off most prospects. Many of these concepts are still relevant today. Some of the ideas are dated, and a few are obnoxious. Either way, you can learn and benefit from knowing what the competition may be saying. Little has changed in our industry in the past 100 years. Most clients want to work with committed, and sincere financial professionals. If you can help them "find the money" and eliminate wealth traps, you will surely add value. Some of these techniques can give you the chance to showcase your value to new prospects. Keith Soltis Author of Ivy League Wealth Secrets[...] Ivy League Wealth Secrets: That the Master Planners don't want you to know!

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