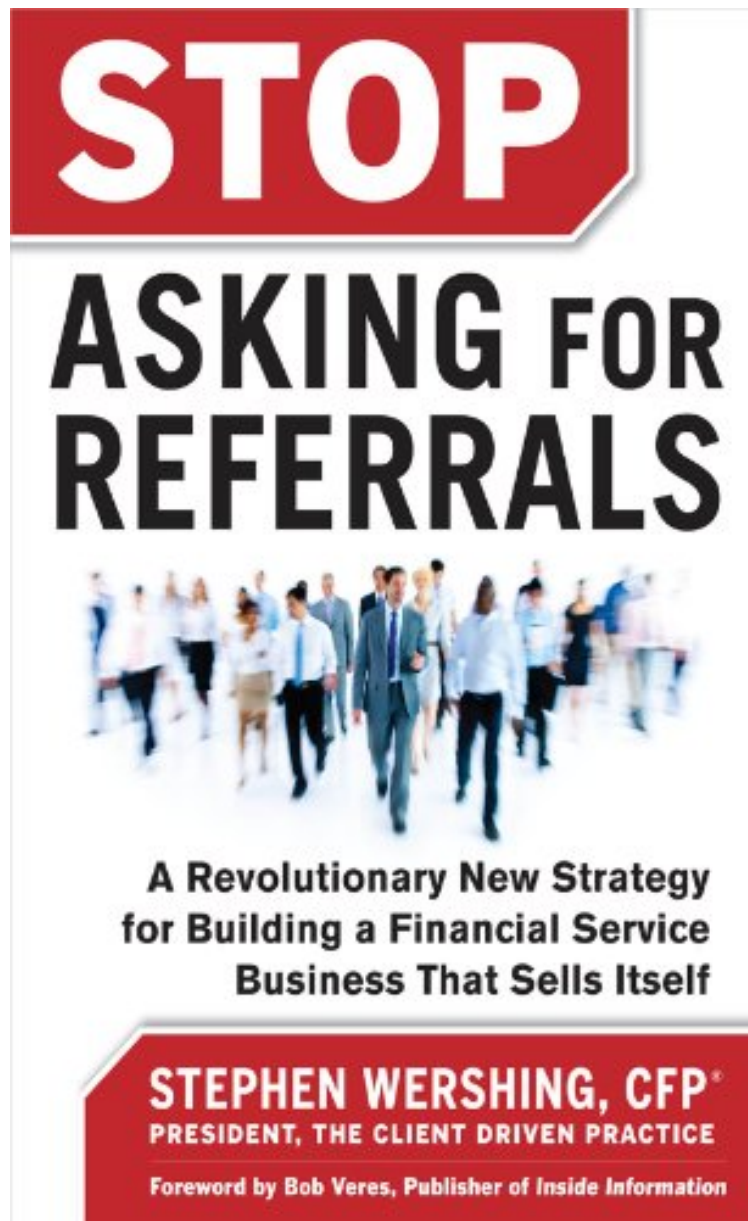


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Stop Asking for Referrals: A Revolutionary New Strategy for Building a Financial Service Business that Sells Itself

Stephen Wershing

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Stephen Wershing : Stop Asking for Referrals: A Revolutionary New Strategy for Building a Financial Service Business that Sells Itself before purchasing it in order to gage whether or not it would be worth my time, and all praised Stop Asking for Referrals: A Revolutionary New Strategy for Building a Financial Service Business that Sells

Itself:

2 of 2 people found the following review helpful. Great New Insights By Len Allen I attend a lot of professional development webinars, read books, subscribe to blogs. Many of those relate to business growth through lead-flow. This fellow, Wershing, just takes a left turn where ever the crowd simply stays on course. I came away with so many changed opinions and ideas, feeling more in control, by being more realistic. I guess to sum it up, my thought is that he is describing ways to put into practice this principle: "If you have to ask, they won't answer. If you earn it consistently, they will pay dividends." The trick is the various ways to put this into practice. And I believe he does a very fine job of it, with tons of practical, implementable actions. One of the best books and educational products for my business growth I have ever found. Very highly recommend it. I expect to go back and review it a couple more times in the next few weeks.

0 of 0 people found the following review helpful. After 30+ years in a selling career, I thought ... By Elvin Bowler After 30+ years in a selling career, I thought I had it all figured out but getting referrals has always been a challenge. What Stephen said in this book was an eye opener and I'm still trying to implement his ideas.

1 of 1 people found the following review helpful. The Truth Revealed!!! By Steve Singer After hearing "expert" after "expert" explain how to ask, plead, demand, trick, etc. for referrals, Stephen Wershing has finally laid to rest the rather pathetic manner in which our industry attempts to obtain referrals from clients. I always felt that the traditional method of asking for referrals was wrong. Imagine your doctor, after examining you, asking for referrals, how would you feel about your doctor? Stephen has taken the subject and process and turned it on its head. Asking for referrals is no longer about the advisor but about the client and those people the client cares about. Clients refer not because you ask but because they are trying to help those they care about. Stephen presents the process in a well-conceived, logical, step-by-step manner. This is a must read if you wish to obtain quality referrals from clients in a professional manner. Stephen, may your referral teaching competitors learn from your book!

The #1 way to start getting referrals? STOP ASKING In all his years of helping financial professionals build and grow their businesses, Stephen Wershing has learned that the number one way to make sure you don't get a referral is by asking for it. Why? Because studies prove that clients refer you not to benefit you but to benefit themselves. So you have to approach the challenge from a completely new angle. Stop Asking for Referrals helps you do exactly that. Inside, Wershing provides the tools you need to get more referrals than ever by designing your practice in a way that gets clients to mention you to friends when the opportunity arises. He calls it "the new referral conversation," and it works. Define your target market with accuracy and precision Communicate your value clearly and effectively Create your company's unique "brand" Harness the natural, normal social interactions of your clients to serve your marketing efforts You'll also learn how to use client feedback to benefit your business, create your service package, and bring in new business. "The way you have been told to attract referrals is based on an assumption that's wrong," Wershing writes. "And it is undermining your business and your relationships." You will come away with a deep understanding of why and where referrals actually come from, how to tailor your own practice to get people talking about you, and ways to develop a communication plan to project your reputation. So stop asking for referrals--and start attracting more new clients than you ever thought possible. Praise for Stop Asking for Referrals "Steve Wershing helps you unlock the untapped referral potential you have in your business today with an approach that is as comfortable as it is effective." -- JULIE LITTLECHILD, founder and president of Advisor Impact "The most comprehensive, practical, and engaging guide I know of for strengthening existing client connections and cultivating new ones in a way that is experience-based, respectful, and long-lasting." -- OLIVIA MELLAN, psychotherapist, money coach, author of The Client Connection, and columnist for Investment Advisor "Reading this book will revolutionize how you think about growing your business." -- MICHAEL E. KITCES, MSFS, MTAX, CFP, partner, Pinnacle Advisory Group, and blogger, Nerd's Eye View "This book will help you overcome . . . discomfort and show you how to engage your clients so that they will proudly help you build your business. Kudos for this powerful, one-stop marketing resource!" -- SHERYL GARRETT, CFP, AIF, award-winning author, advisor, and founder of the Garrett Planning Network "Stop Asking for Referrals is on my Top Ten list of books that I believe offer the most meaningful strategies for advisors. . . . Steve's ideas for referral marketing are brilliant and just plain common sense. Advisors will embrace his book as the new referral bible. -- SYDNEY LEBLANC, founding editor of Registered Rep magazine; partner of LeBlanc and Company "Embrace Steve's advice if you'd like to see your practice growth become effortless, boundless, and fun!" -- MARIE SWIFT, CEO, Impact Communications, columnist for Financial Planning magazine, and author of Become a Media Magnet