

# [PDF] Storyselling For Financial Advisors : How Top Producers Sell

**Mitch Anthony, Scott West - pdf download free book**

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#### **Books Details:**

Title: Storyselling for Financial Ad  
Author: Mitch Anthony, Scott West  
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#### **Description:**

**From the Publisher** Why are some brokers and advisors thriving while others struggle to survive?

In Storyselling for Financial Professionals, Scott West and Mitch Anthony point out:

"In an age of online, do-it-yourself investing, people still yearn for mentoring, for guidance, and for

affirmation. Many have gone the Lone Ranger route in investing because they haven't been able to find a broker who knows how to communicate effectively. Make the complex simple and understandable and you will never lack for clients. The storytelling truths and examples in this book will revolutionize the way you sell financial services, and yourself."

Be sure and visit [storyselling.com](http://storyselling.com) for more information.

#### Praise for Storyselling for Financial Professionals

This book is tremendously useful as a practical, well thought out tool to help build stronger relationships with your clients. This book integrates left- and right-brain research in a powerful way.

Olivia Mellan, Author of Money Harmony: Resolving Money Conflicts in Your Life and Relationships

This book is a gem! It should be required reading for aspiring sales professionals in the financial services industry. What impresses me about this book is that its teachings are based on real world success stories, not on some obscure psychological theory. As an added bonus, it's fun to read.

Don G. Powell, retired Chairman, President, and CEO, Van Kampen Investments

I founded H.D. Vest on the idea that clients are much more willing to invest with someone who they know has their best interests at heart. Scott West and Mitch Anthony have lucidly explained how the art of the raconteur and the niche-picking strategy of the entrepreneur can combine with this personal approach to make for incredible selling success. I will enthusiastically recommend this book to our representatives.

Herb D. Vest, Chairman and CEO, H.D. Vest

The best ideas are the simplest. Storyselling for Financial Advisors by Scott West and Mitch Anthony provides an easy to use method to communicate important, but often confusing concepts to your client.

James S. Putnam, Managing Director, National Sales, LPL Financial Services

**From the Inside Flap** Highly persuasive individuals, including many top financial professionals, engage clients by using similes, metaphors, anecdotes, and illustrations. They ask open-ended questions, and listen intently to clients' stories, histories, and backgrounds to elicit valuable information and make deep human connections. This communication style allows them to better serve their clients' financial needs and sell more effectively in the process.

In Storyselling for Financial Professionals, authors Scott West and Mitch Anthony explain how to make these intuitive connections, and they outline understandable and practical strategies that any financial professional can use. The stories of Warren Buffettone of the greatest "storysellors" of all time and others help financial pros tap into the gut reaction of different types of clients, all the while engaging both sides of the brainthe logical, side and the emotional, intuitive side. Storyselling persuasion techniques offer:

insights to encourage others to tell their stories techniques for making memorable and understandable client presentations strategies for tapping into the affluent market ways to approach women investors surefire tactics that address the unique stories behind the 65+ market methods for using stories and analogies to illustrate abstract investment concepts such as compound interest, growth and value, retirement, and more

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