

The book was found

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

Series: One Card System

Paperback: 358 pages

Publisher: National Underwriter Company; 11th edition (November 29, 2011)

Language: English

ISBN-10: 1936362538

ISBN-13: 978-1936362530

Product Dimensions: 8.5 x 0.9 x 10.9 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â See all reviews Â (4 customer reviews)

Best Sellers Rank: #973,818 in Books (See Top 100 in Books) #186 in Â Books > Business & Money > Insurance > Business #208 in Â Books > Textbooks > Business & Finance > Sales #325 in Â Books > Business & Money > Insurance > Risk Management

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 todays 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.

[Download to continue reading...](#)

Building a Financial Services Clientele (One Card System) Financial Reporting and Analysis: Using Financial Accounting Information (with Thomson ONE Printed Access Card) The Financial Manager's Survival Kit: From Survival to Success in the Financial Services Industry Microsoft Win32 Developer's Reference Library - (Microsoft Developers Library Win 32 BASE SERVICES (Microsoft Win 32 - Base Services) Human Services in Contemporary America (Introduction to Human Services) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Auditing & Assurance Services, 5th Edition (Auditing and Assurance Services) Auditing & Assurance Services with ACL Software Student CD-ROM with Connect (Auditing and Assurance Services) On the Brink: Inside the Race to Stop the Collapse of the Global Financial System -- With Original New Material on the Five Year Anniversary of the Financial Crisis Unix System V/386 Release 3.2: System Administrator's Guide (AT&T UNIX system V/386 library) Financial Management: Theory & Practice (with Thomson ONE - Business School Edition 1-Year Printed Access Card) (Finance Titles in the Brigham Family) Fundamentals of Financial Management, Concise Edition (with Thomson ONE - Business School Edition, 1 term (6 months) Printed Access Card) (Finance Titles in the Brigham Family) Intermediate Financial Management (with Thomson ONE - Business School Edition Finance 1-Year 2-Semester Printed Access Card) Contemporary Financial Management (with Thomson ONE - Business School Edition 6-Month Printed Access Card) Building Green, New Edition: A Complete How-To Guide to Alternative Building Methods Earth Plaster * Straw Bale * Cordwood * Cob * Living Roofs (Building Green: A Complete How-To Guide to Alternative) Index Funds: Index Funds Investing Guide To Wealth Building Through Index Funds Investing With Index Funds Investing Strategies For Building Wealth Including ... Guide To Wealth Building With Index Funds) Connect 2-Semester Access Card for Auditing & Assurance Services Auditing and Assurance Services Plus MyAccountingLab with Pearson eText -- Access Card Package (16th Edition) Connect 2-Semester Access Card for Auditing & Assurance Services: A Systematic Approach One Year to an Organized Financial Life: From Your Bills to Your Bank Account, Your Home to Your Retirement, the Week-by-Week Guide to Achieving Financial Peace of

Mind

[Dmca](#)