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Almost every financial advisor will find this useful. Authors Scott West and Mitch Anthony summarize many important facts of life in sales, and they do so in a concise, highly readable style that is free of jargon.

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Learn what makes a client trust you to be their financial advisor. Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections,

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1 \*Adapted from "StorySelling for Financial Advisors" by Scott West & Mitch Anthony The StorySelling Guide In StorySelling, it's critical to ask questions that uncover what your prospective clients really want. At their core.

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SUMMARY. Learn what makes a client trust you to be their financial advisor. Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use.

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position, he works with and presents to financial advisors across North America. Scott is a sought-after keynote speaker who brings thirty-plus years of industry experience coupled with a creativity known to educate and entertain. He is a co-author of five books, including StorySelling for Financial Advisors: How Top Producers Sell,\* which was

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Executive Summary. As more and more financial advisors offer financial planning services to clients, itâ€™s becoming harder and harder to differentiate from the competition.

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