



Selling Financial Services Handbook

By Scott Paczosa

John Wiley #38; Sons, 2014. Hardcover. Book Condition: New. 15 x 25 cm. "Times are tough for people who sell financial services and this book offers a new solution proven in practice. The book describes methods the authors have used and taught since the 1990s, most recently at a major consulting firm, where they led a national sales team to revenue gains of 500% over four years -- in a period that included the recession of 2008-2010. Their book shows how the same approach can grow sales for public financial service firms struggling to sell to corporate and institutional clients in today's tight economy. The solution is not any new twist on face-to-face selling techniques or the art of persuasion. It's a strategic approach built around a simple fact: the markets are tight but far from static. Even with lean budgets, client companies must respond to urgent changes and emerging threats in their industries. Thus they will buy services from the sellers who can help them detect, understand, and cope with what's coming their [Url removed]book outlines a systematic way of becoming such a valued resource. Readers learn to scan the horizon for early signs of "rock-ripple events." Major changes in...



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