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# 6

## Top Strategies That Maximize Qualified Appointments at Seminars and Create New Clients

***Quick Seminar Tips & Strategies That Successful Multi-Million Dollar Producers Use Every Day***

# 6 Top Strategies That Maximize Qualified Appointments at Seminars and Create New Clients



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Are you working hard to maximize results from your seminar marketing? Here are 6 power-packed practices that the top-performing producers use to close down millions in new business each year. We sent secret shoppers into these top-of-the-pack producer seminars nationally and scrutinized the ins, outs, and exact strategies used in their events every day. Here's a handful of what we have learned and built out for you:

1. Identify your precise best client demographics. Target these demographics in your marketing so you fill the room with the right prospects and maximize your potential from the start for setting qualified appointments.

*Pro tip:* Targeting someone by income level isn't necessarily the best strategy for targeting the right prospects for you.

2. When picking a location, factor in your control of your presentation room. While steakhouses are a hot place for seminars, many of them have salad bars or other cuisine outside your room. It gives up control of traffic flow.

This can greatly reduce your ability to set appointments. And that's after you've spent valuable time presenting and connecting with your audience. You need to have a clearly defined appointment-setting process.

3. At the start, establish a strong emotional connection and rapport with your attendees. As the old saying goes: *"Nobody cares how much you know until they know how much you care."* You can have all the designations, knowledge, and expertise in the world -- and all of the certificates to show for it.

But if you can't connect with your attendees, you aren't giving them a reason -- *a purpose* -- to trust you. If you hold other licenses besides insurance, or affiliations with other financial companies, check with your partners for compliance about these strategies.

4. Ask clearly for what you want from your audience: an appointment with those who truly need your time and expertise. If the others showed up for just the dinner or free information, no problem. Don't be afraid to tell unqualified attendees that they shouldn't feel obliged to meet with you.

Time is valuable. Don't only state your call to action upfront. Your seminar close should also be carefully structured. With this creative approach, those who aren't good fits will disqualify themselves and you will book more qualified appointments in the process.

5. Provide strong value to your audience and show the pain-points you can solve as an insurance-licensed advisor. Don't pitch product or throw out aggressive ranges of growth potential for annuities (Yes, we have seen this in annuity seminars). Don't give a bait-and-switch like with Social Security if you won't cover that in your solution.

This only sets up false expectations for your future clients. You want a strong foundation. Make the most of the moment. Create an opportunity for them to feel the angst of those issues -- and set yourself up to solve them as their trusted advisor.

6. Don't overpromise. One of the biggest problems we have seen with even successful seminars? They give overinflated or misleading assurances to the audience. Not only have we seen the seminars by top advisors, we've talked to other attendees afterward. Where else can you find marketing opportunities that incorporate feedback from actual annuity seminar participants?

Be clear and straightforward in the problems you can help solve. You'll set up a strong basis for sales right after.



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## More about the Prospect to Close™ Seminar & Digital Marketing Platform

The Prospect to Close™ Seminar & Digital Marketing Platform is a never-before-done marketing solution that brings together the worlds of seminars, workshops, national branding, and digital content marketing all in one package.

What does this mean for you? Picture putting all of this to work for your business and closing down sales:

- A comprehensive seminar & workshop platform built just for you, the independent advisor.
- The #1 leading brand for safe financial strategies, advocating on your behalf as *the* local advisor.
- Hundreds of pages of sales tools and closing resources to use from Day 1.
- The financial industry's *only* 3<sup>rd</sup> Party Referral Recommendation, where our national brand is calling your seminar attendees and giving them a powerful impression of you on your behalf.

Simply put, you're not going to find anything like this anywhere. If you liked the nuggets of seminar wisdom in this white paper, this is just a handful of the value, resources, and opportunities awaiting you in the Prospect to Close Seminar & Digital Marketing Platform.

With this exclusive Prospect to Close™ package, not only will you get our proprietary Full Circle Seminar Platform™, which is built on the top-performing seminars put on by today's top producers...

You'll also get what hundreds of advisors are calling "the annuity industry's Swiss Army Knife of content and digital marketing support" for business growth: our bestselling SafeMoney.com advisor marketing program.

Our team has helped hundreds of advisors just like you nationwide since 2011. We know how hard it is to grow and succeed in today's hyper-competitive financial industry. That is why we underwent a grueling nationwide process of R&D and created this platform for you.

We put to work for you our 50+ years of marketing and industry expertise – and intensive competitive analysis of successful seminars by the nation's top producers – so you have the chance to run your seminars and workshops more successfully. Let us help you save more time, better manage your marketing spending, and start your next business success story.

Best of all, you don't have to give up a single penny of your annuity, life or financial business to use this Prospect to Close™ platform. This was built just for you, the independent advisor.

But don't wait. We're only offering this *heavily discounted package deal* to the **first 25 advisors** who buy this.

**Hundreds of financial firms have already inquired.** Don't miss out.

Call us at (800) 790-7791 or visit <https://www.safemoneybroadcasting.com/marketing-services/prospect-to-close-system/> to take advantage of this limited-time package deal now!