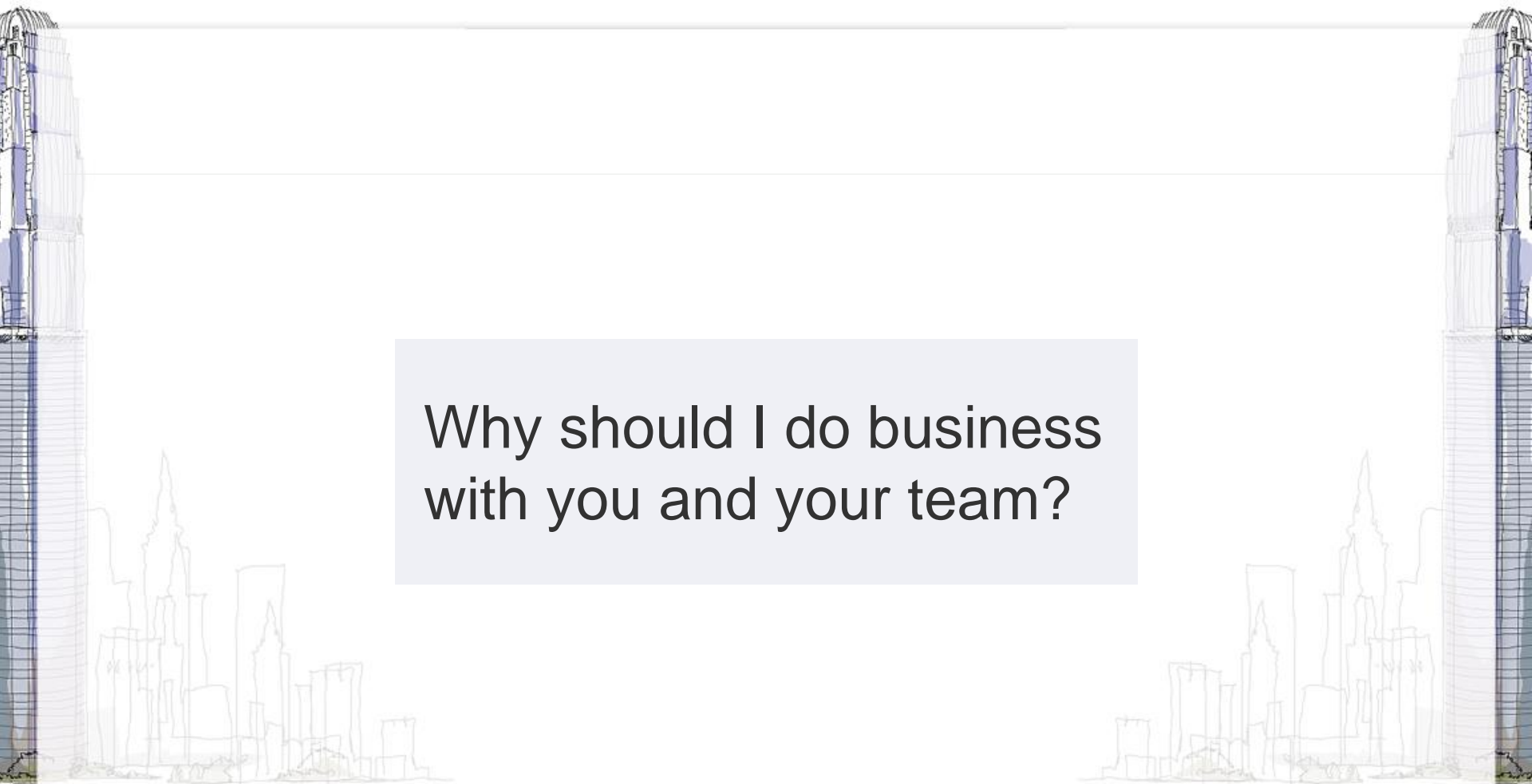


# HOW TO INSPIRE MORE PROSPECTS TO DO BUSINESS WITH YOU AND YOUR TEAM

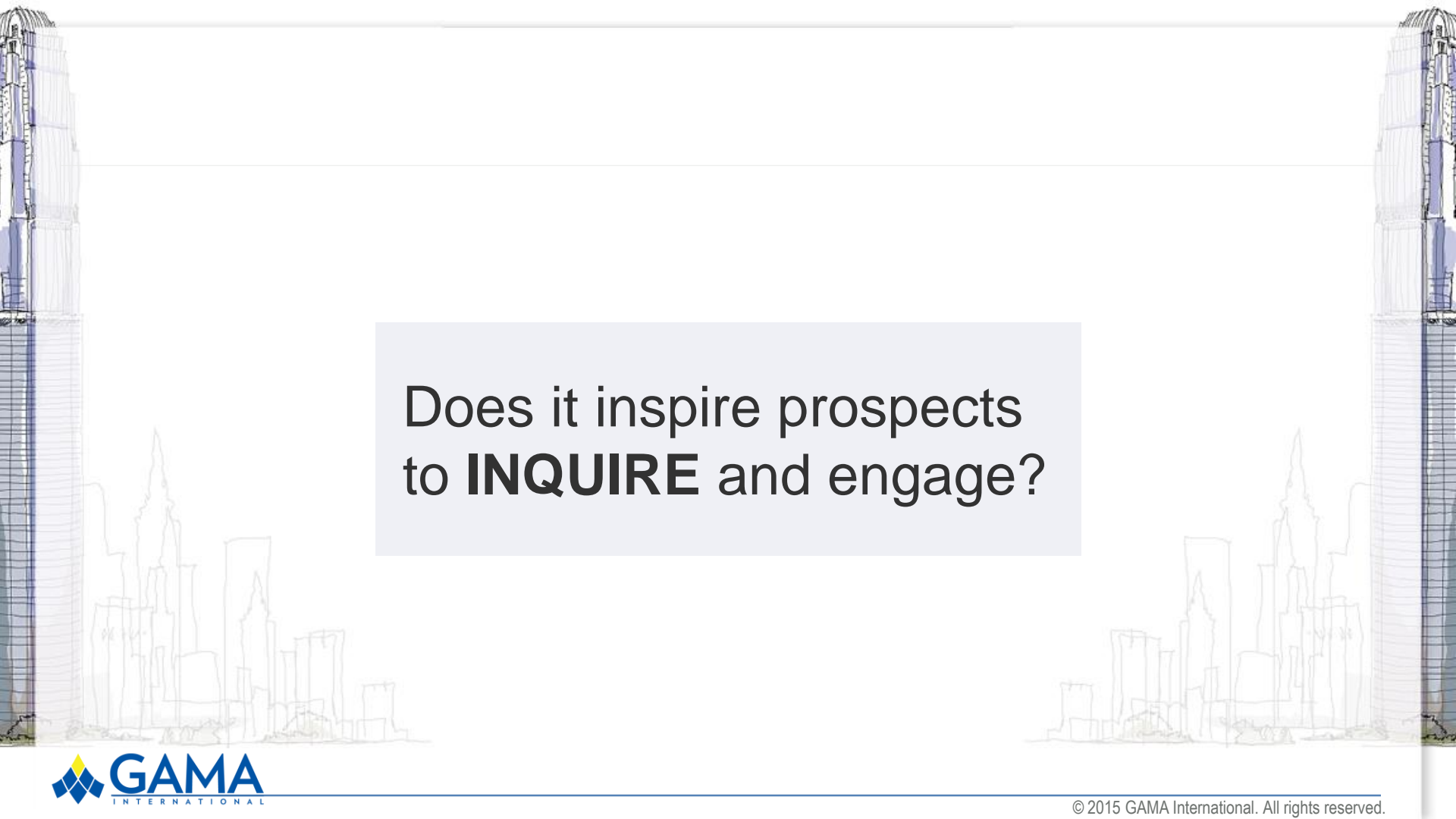
PRESENTED BY: C. RICHARD WEYLMAN, CSP,CPAE



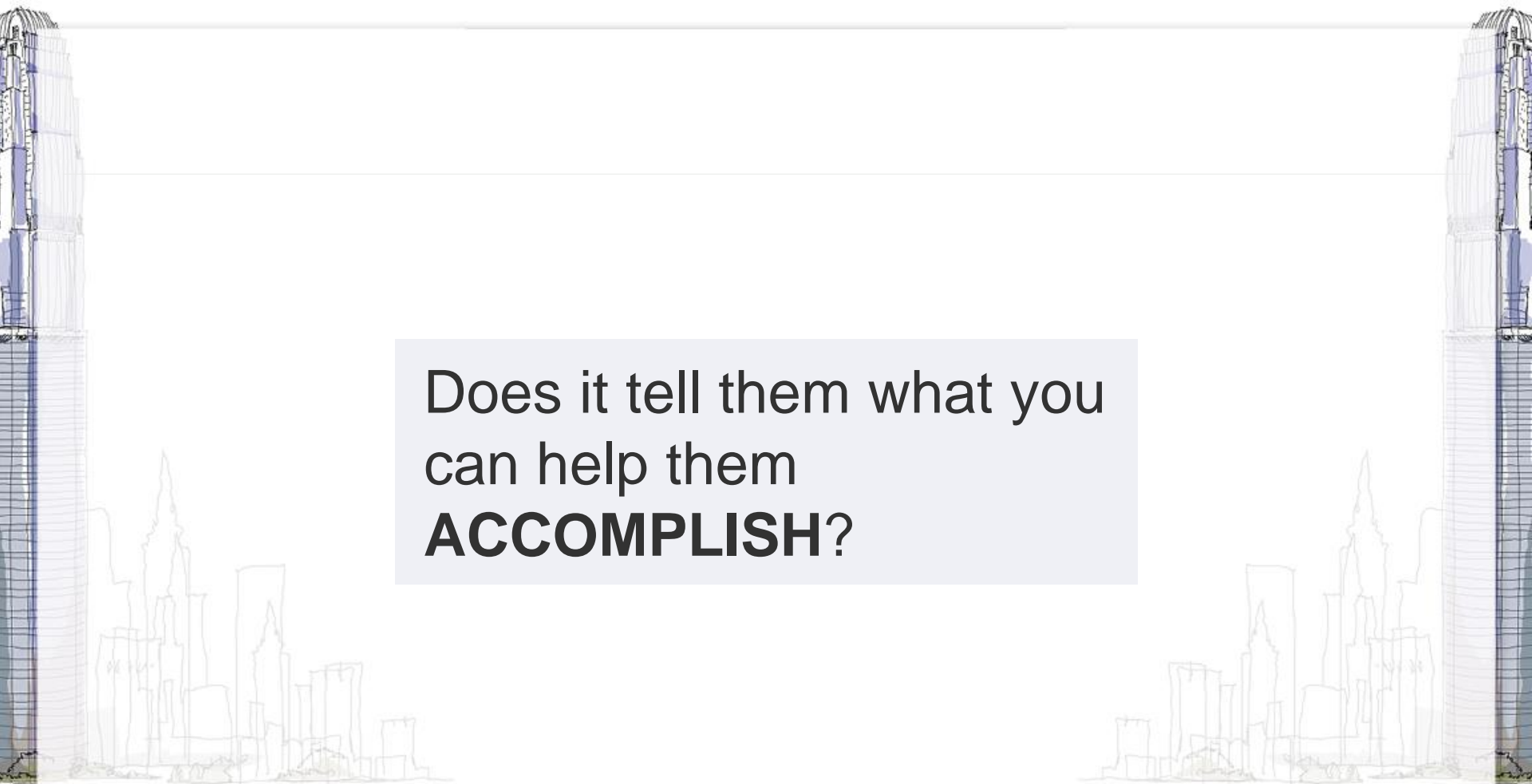
Powered by GAMA INTERNATIONAL  
LEADERSHIP TO OUTPERFORM



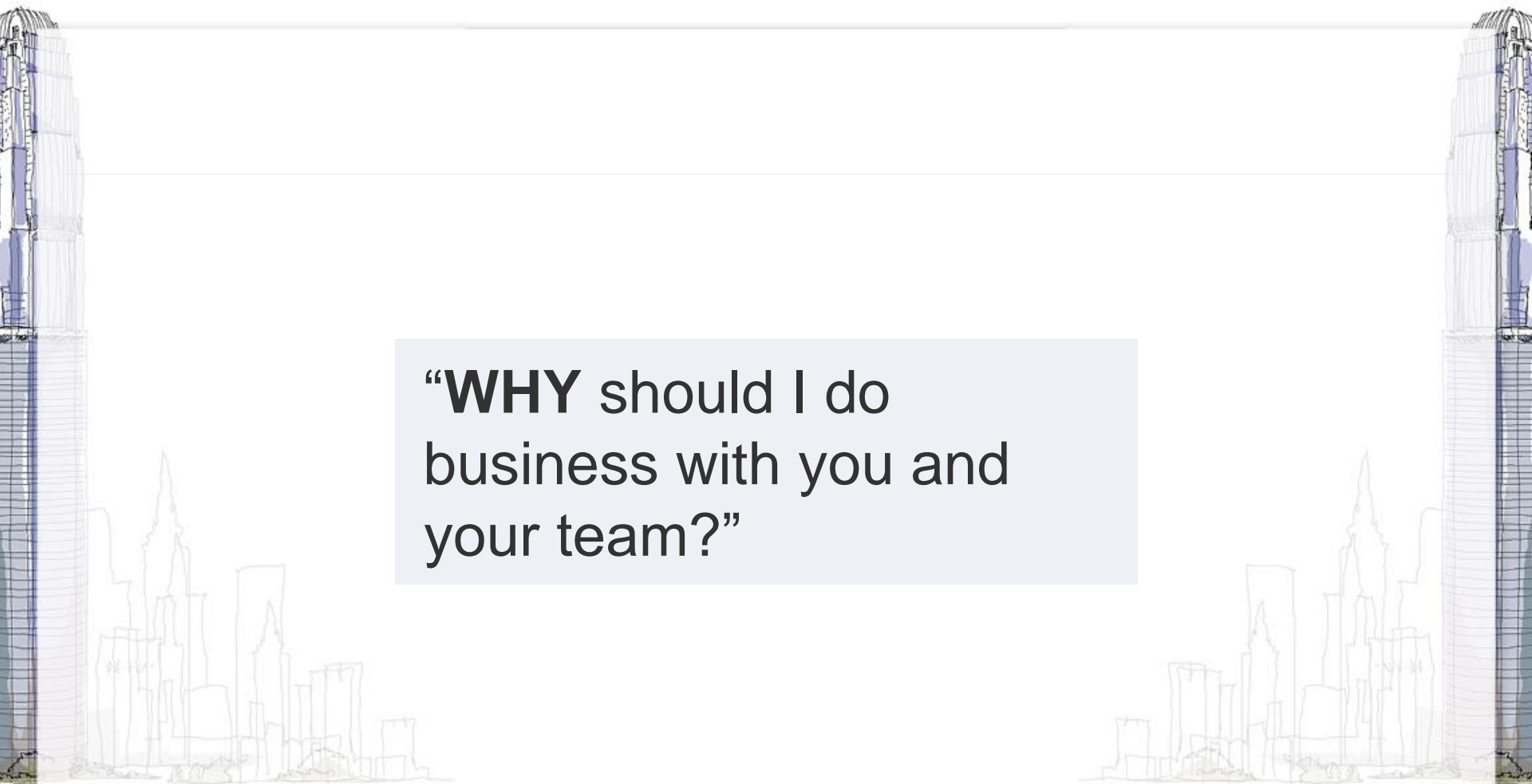
Why should I do business  
with you and your team?



Does it inspire prospects  
to **INQUIRE** and engage?



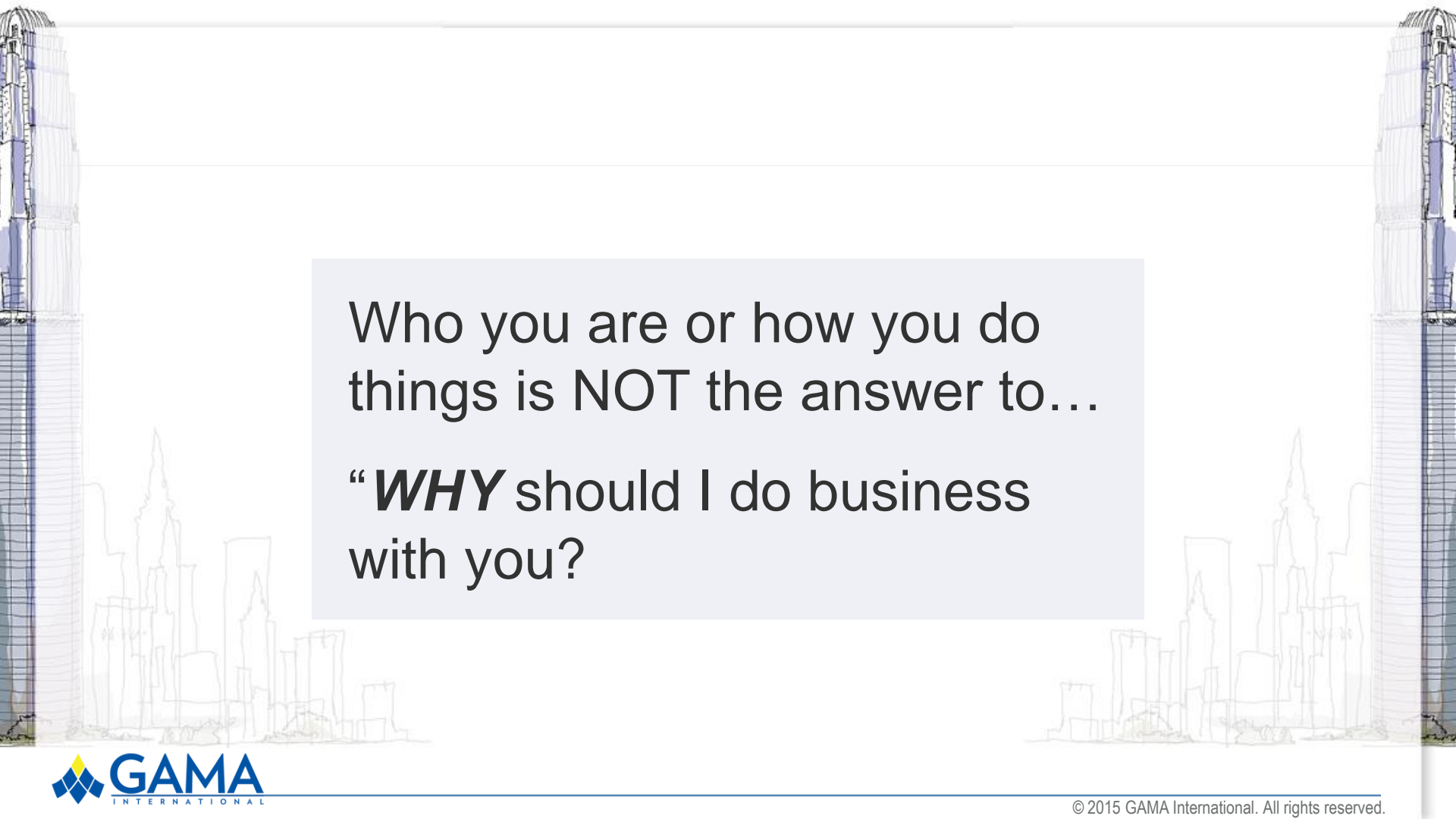
Does it tell them what you  
can help them  
**ACCOMPLISH?**



**“WHY** should I do  
business with you and  
your team?”

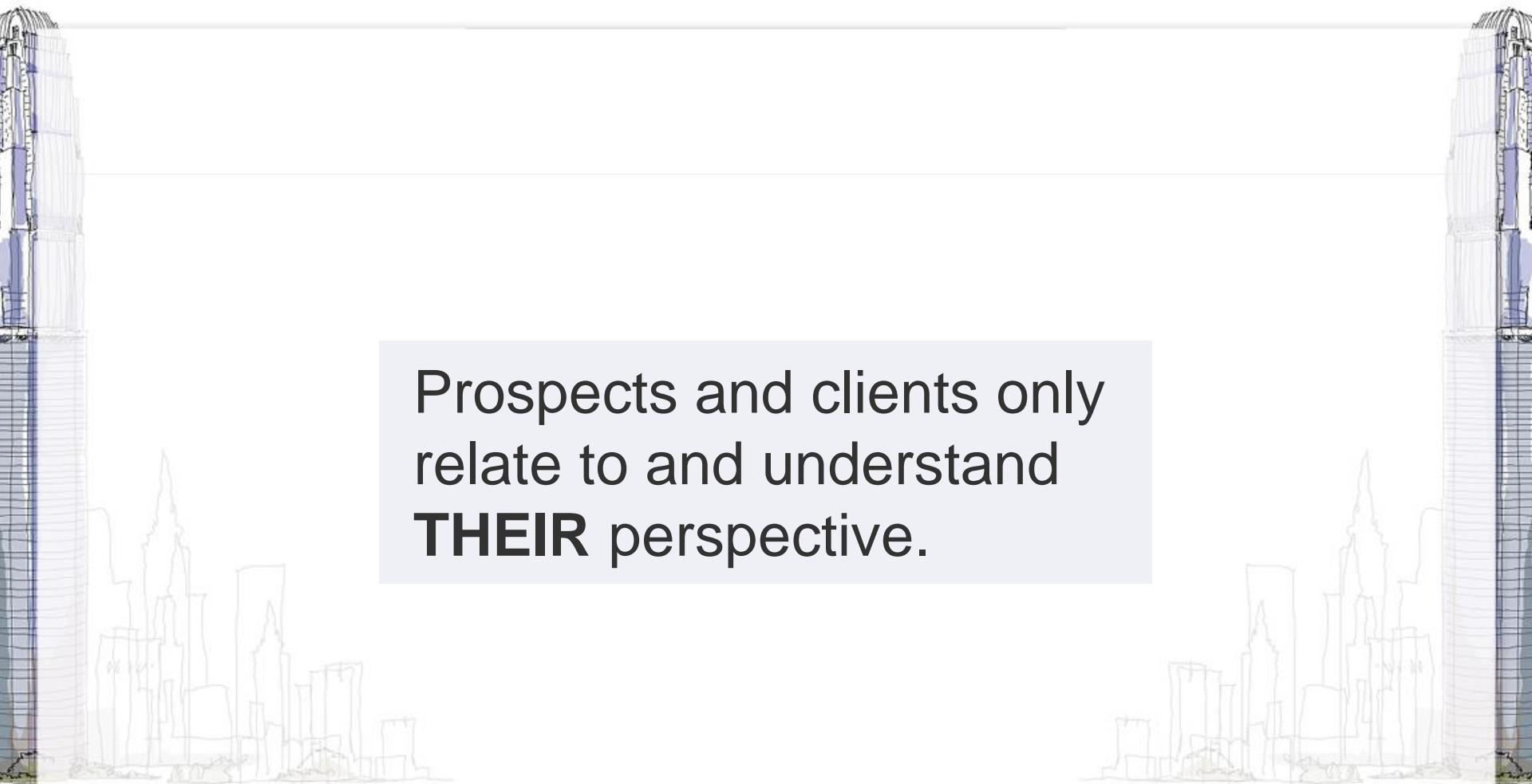
# Many in the industry say...

- Personal Service
- Years of Experience
- Great Products
- Proven Process
- Big Company
- Financial Planning Specialist



Who you are or how you do  
things is NOT the answer to...

“***WHY*** should I do business  
with you?”



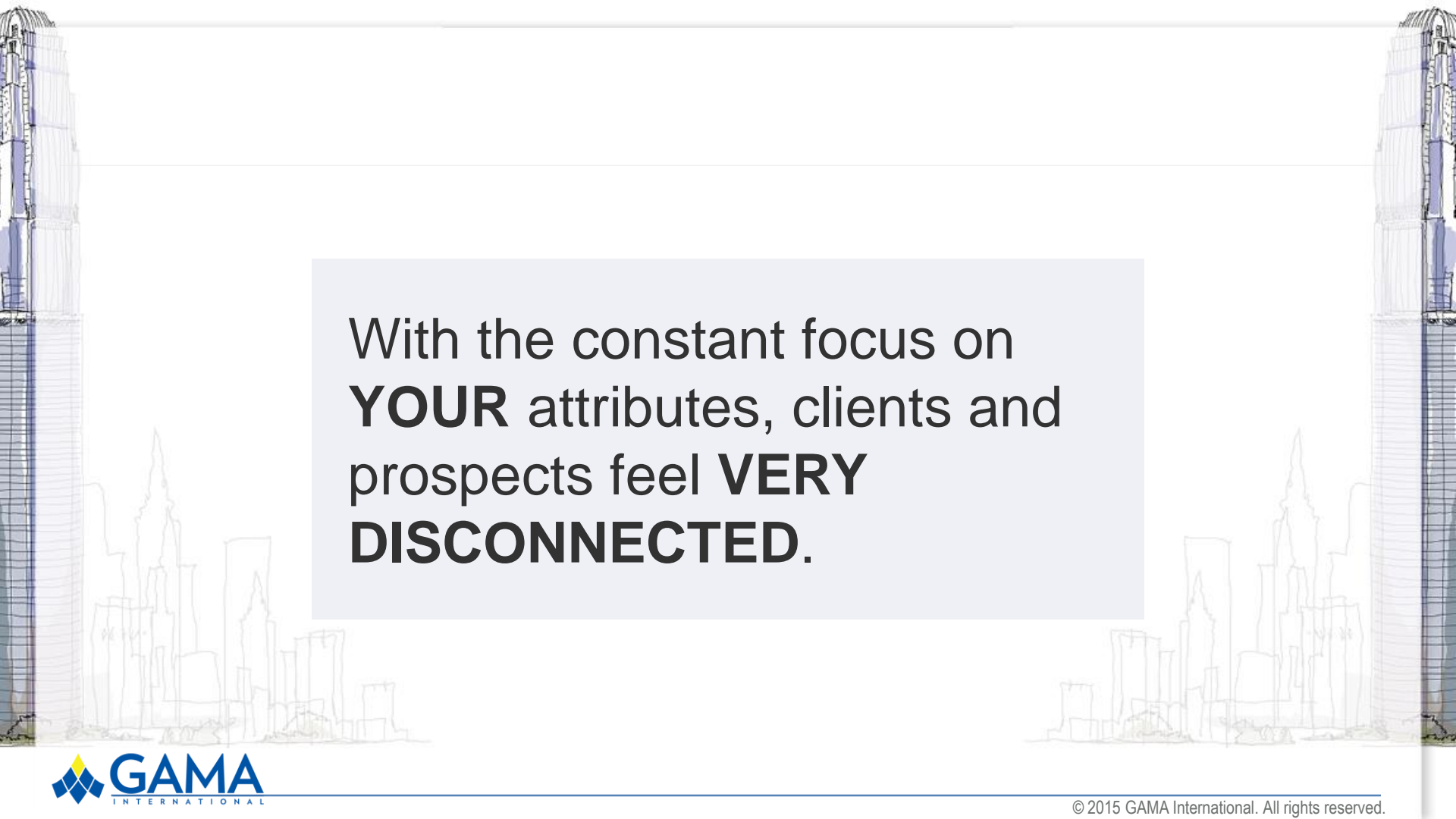
Prospects and clients only  
relate to and understand  
**THEIR** perspective.



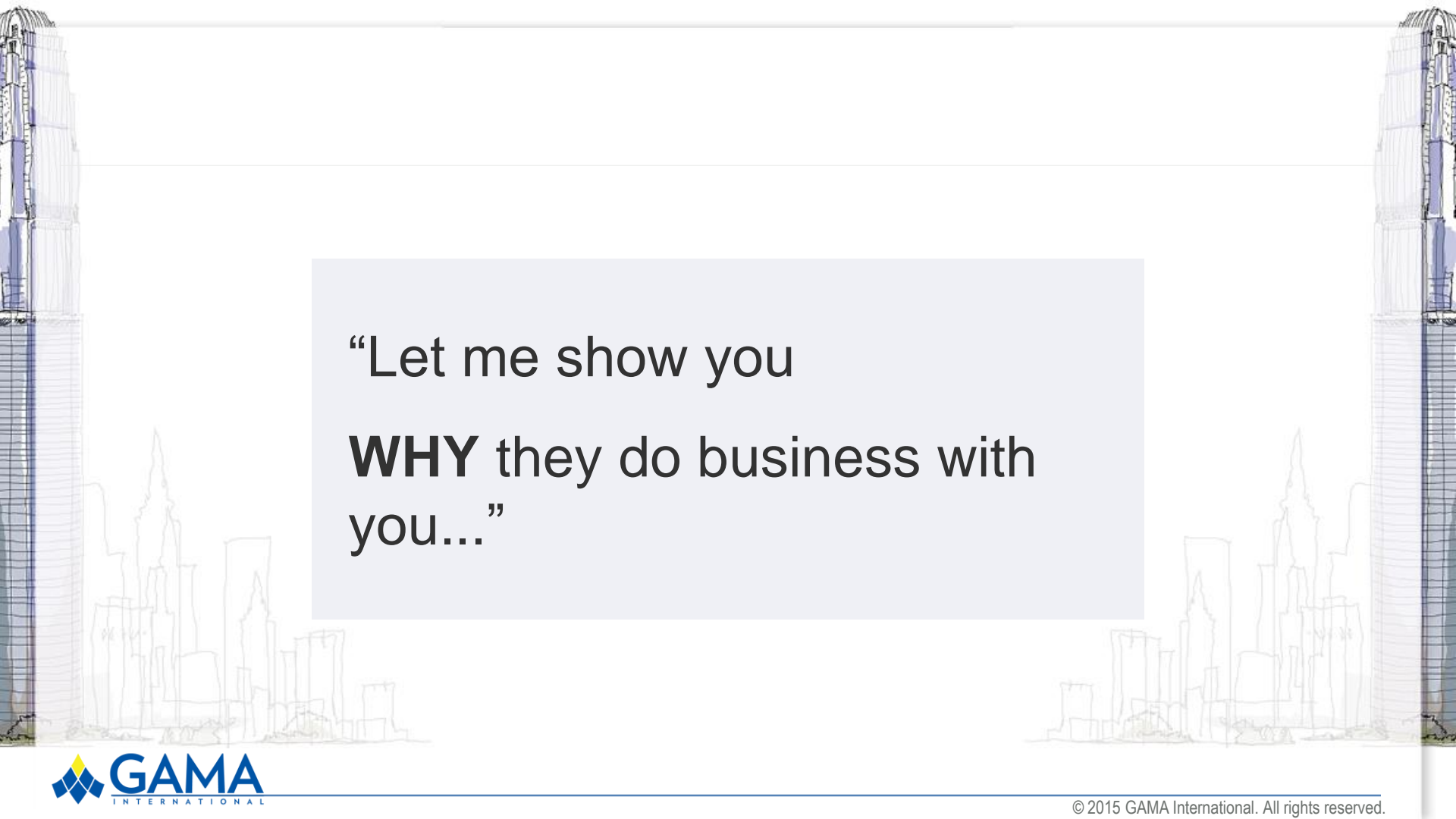


Over the past 10 years there's been a shift in  
consumer behavior....

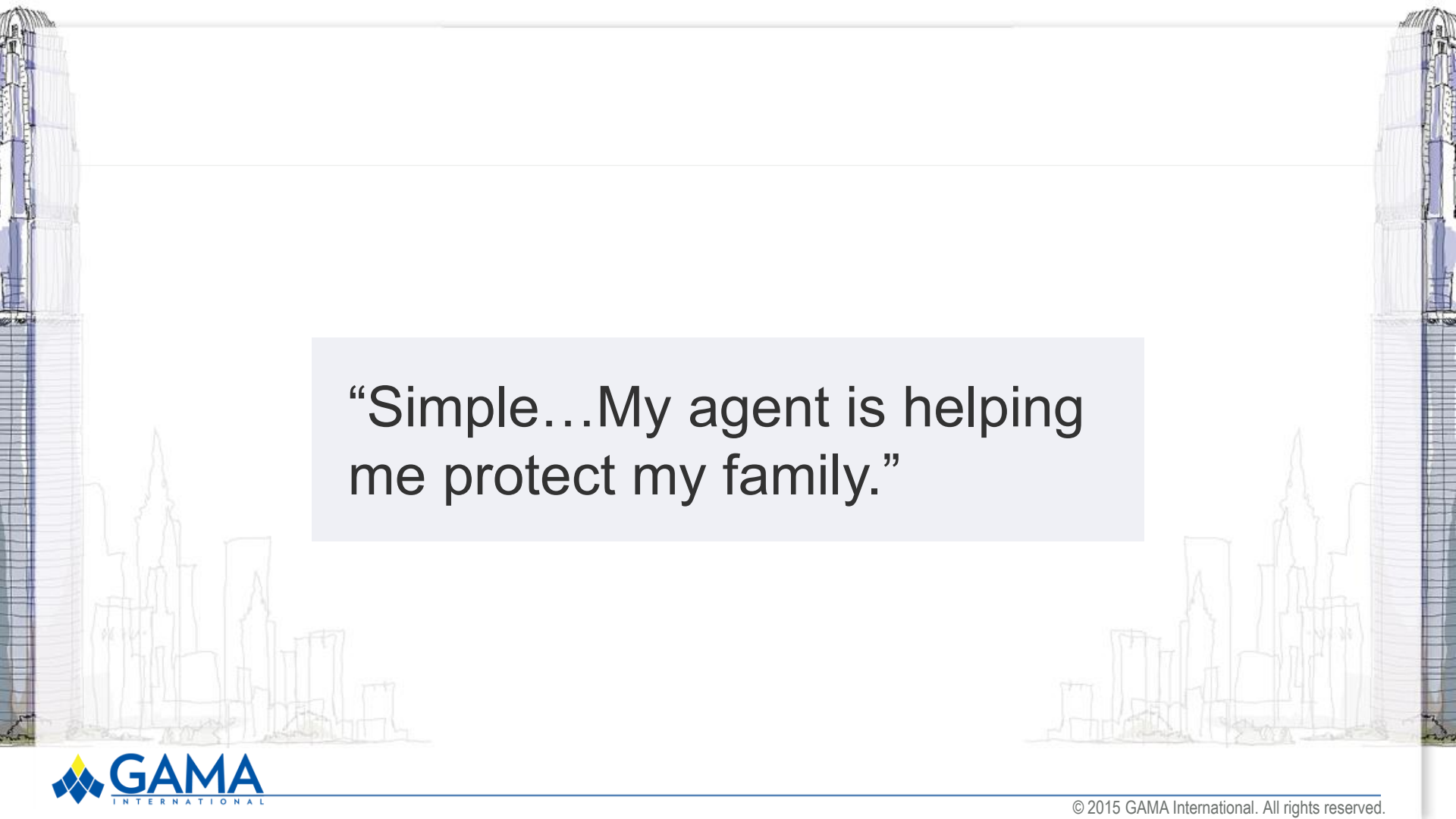
**Seller**  **Buyer**



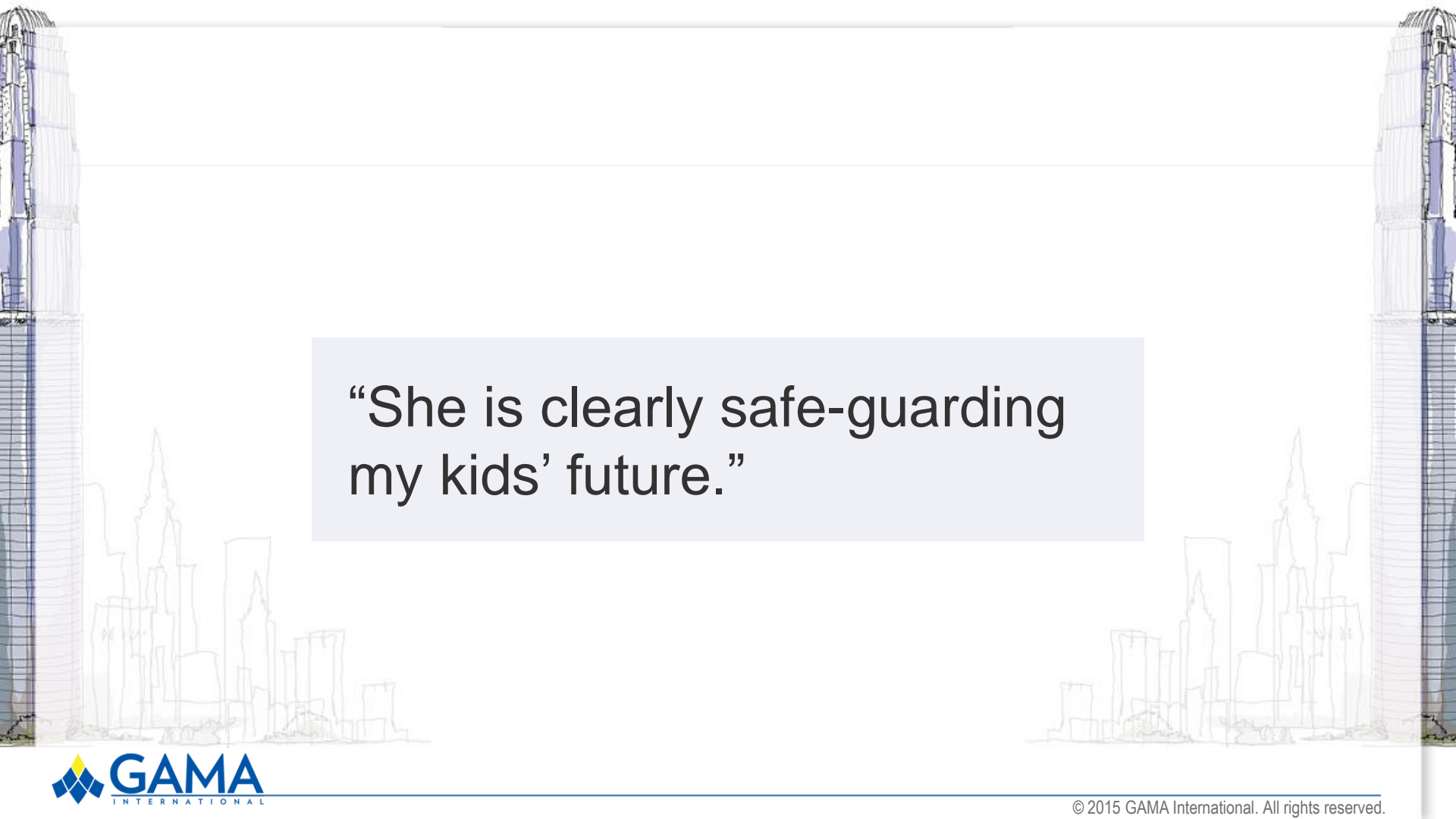
With the constant focus on  
**YOUR** attributes, clients and  
prospects feel **VERY**  
**DISCONNECTED.**



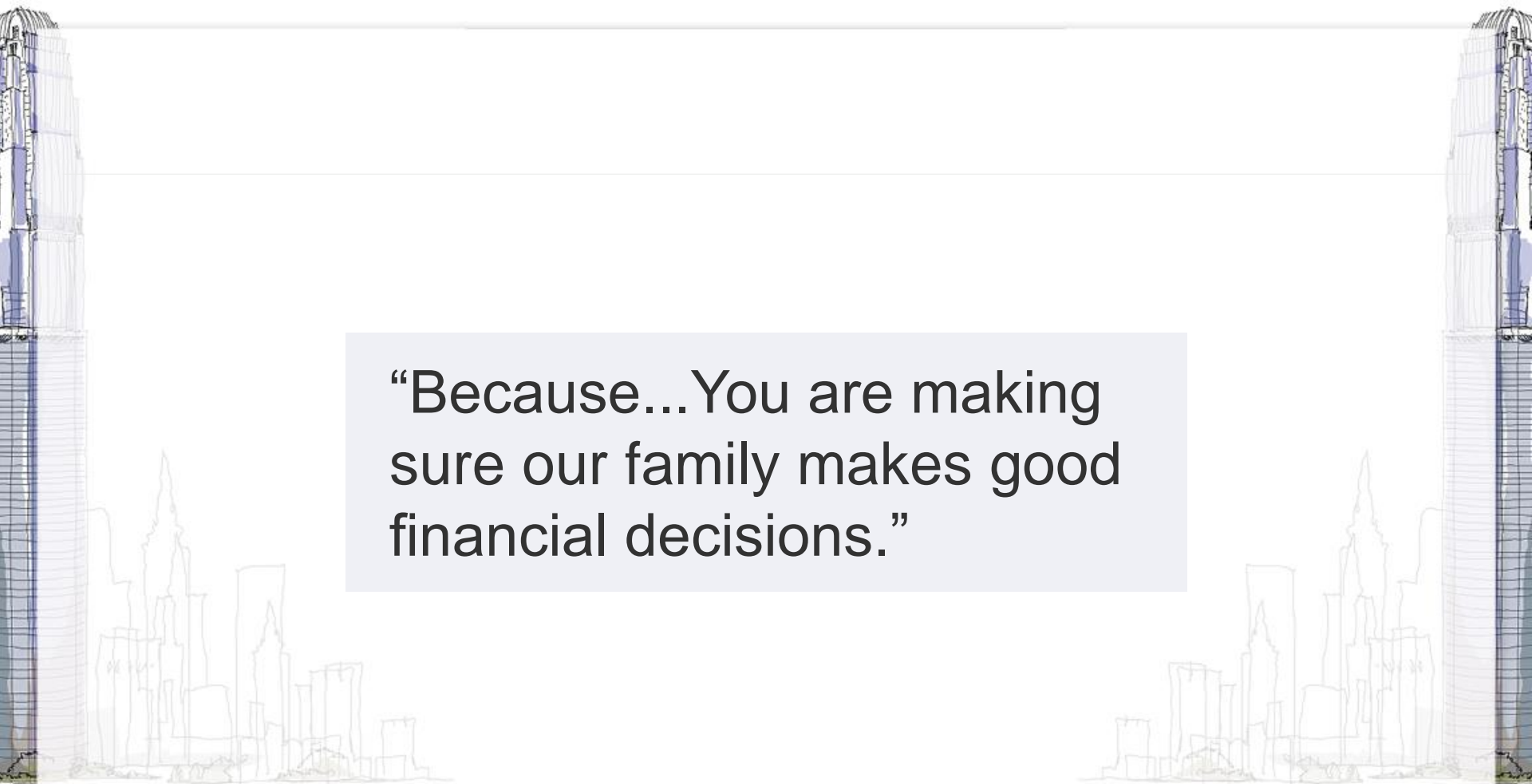
“Let me show you  
**WHY** they do business with  
you...”




“Simple...My agent is helping  
me protect my family.”



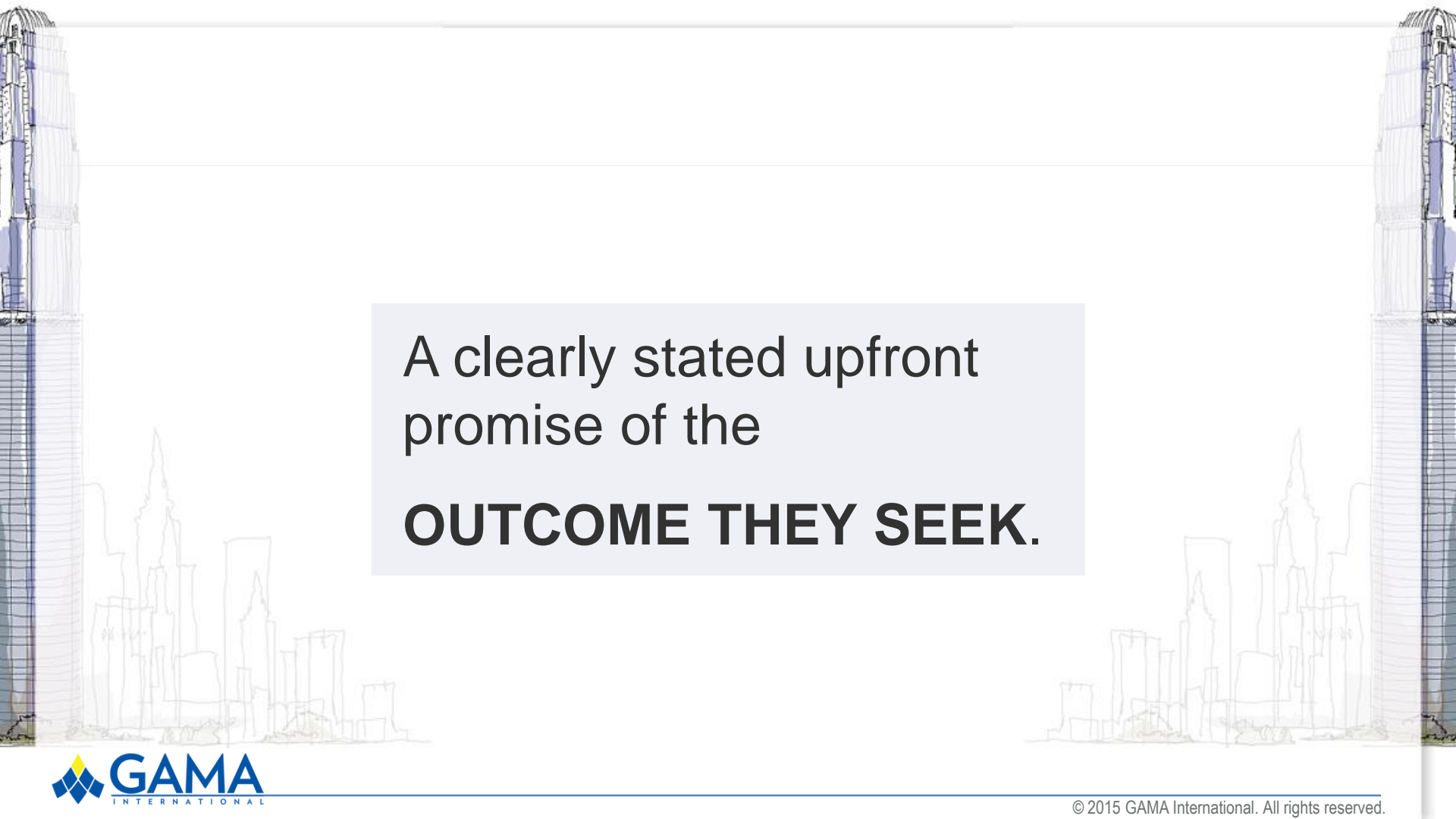
“She is clearly safe-guarding  
my kids’ future.”



“Because...You are making  
sure our family makes good  
financial decisions.”



What will inspire more  
prospects to **ENGAGE** with  
you and your team?



A clearly stated upfront  
promise of the  
**OUTCOME THEY SEEK.**





# Information is Ubiquitous



**When You Absolutely Positively  
Need it There Overnight!**



# CATHAY PACIFIC

## Enjoy a Life Well Travelled

**L A Z B O Y<sup>®</sup>**

**Live Life  
Comfortably.**



**What Can We Do For YOU?**



SHANGRI-LA

HOTELS *and* RESORTS


**Bringing You Legendary  
Hospitality Around the World.**



**BANK LEUMI**

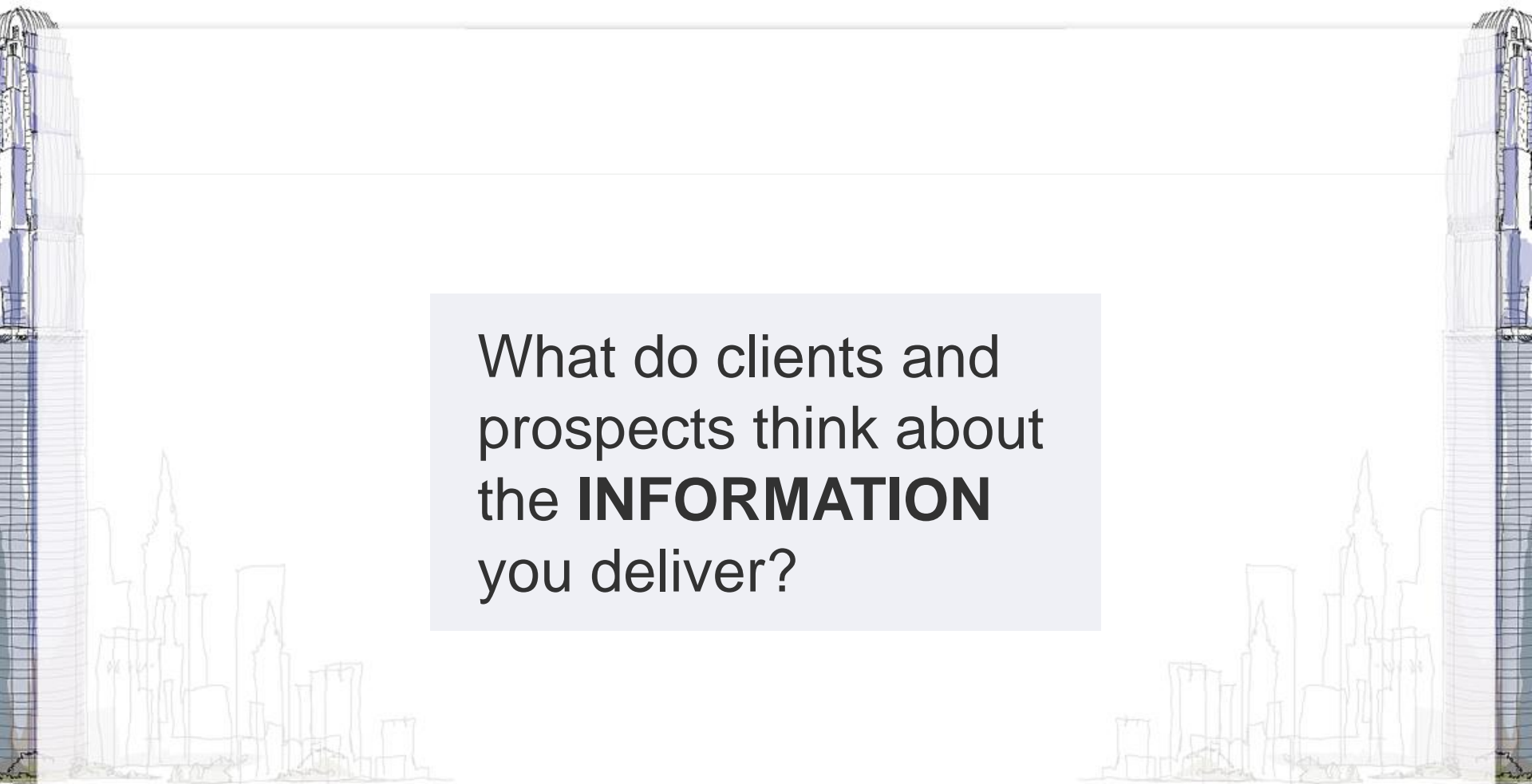
**Bringing Shared Values and Personal Attention  
to Your Wealth Management**



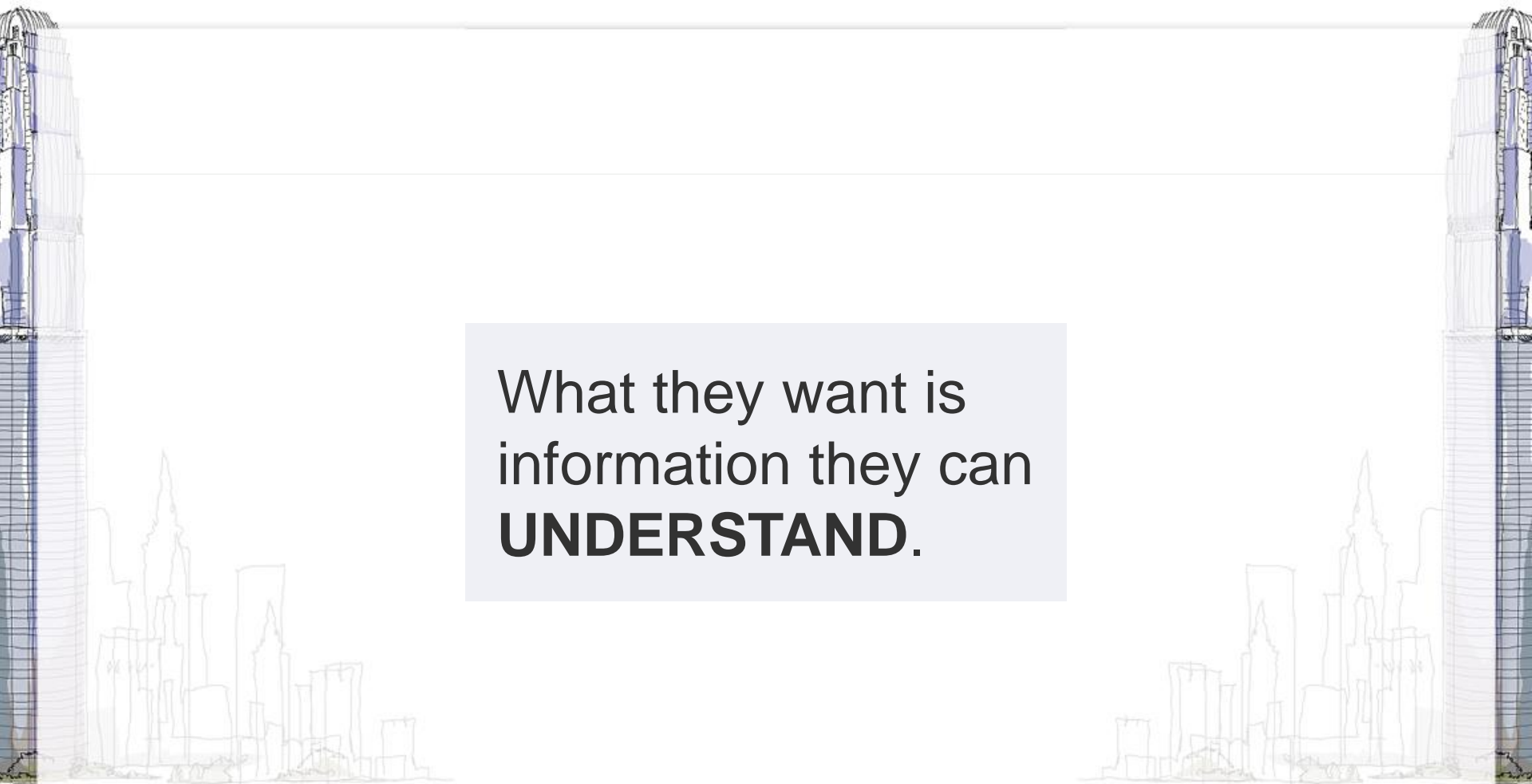


With your **OWN** value  
promise you will **POSITION**  
yourself in the marketplace  
very **DISTINCTLY.**






What do clients and prospects think about the **INFORMATION** you deliver?



What they want is  
information they can  
**UNDERSTAND.**

# This product or service has...

- “Tax free cash build up.”
- “The ability to be converted easily.”
- “Is our most popular policy.”

- 
- “Is a great policy backed by a great company.”
  - “This has GPO, CDSC, UVL and a good ROI as well as ROE!”



Bottom Line:  
**THEY ARE CONFUSED.**

# Currently There is a Massive Understanding



Buyer

The diagram consists of two dark gray squares, one on the left and one on the right. The left square contains the word 'Buyer' and the right square contains the word 'Seller'. Between these two squares is the word 'Gap'. The entire diagram is set against a background featuring faint, stylized line drawings of skyscrapers on the left and right sides.

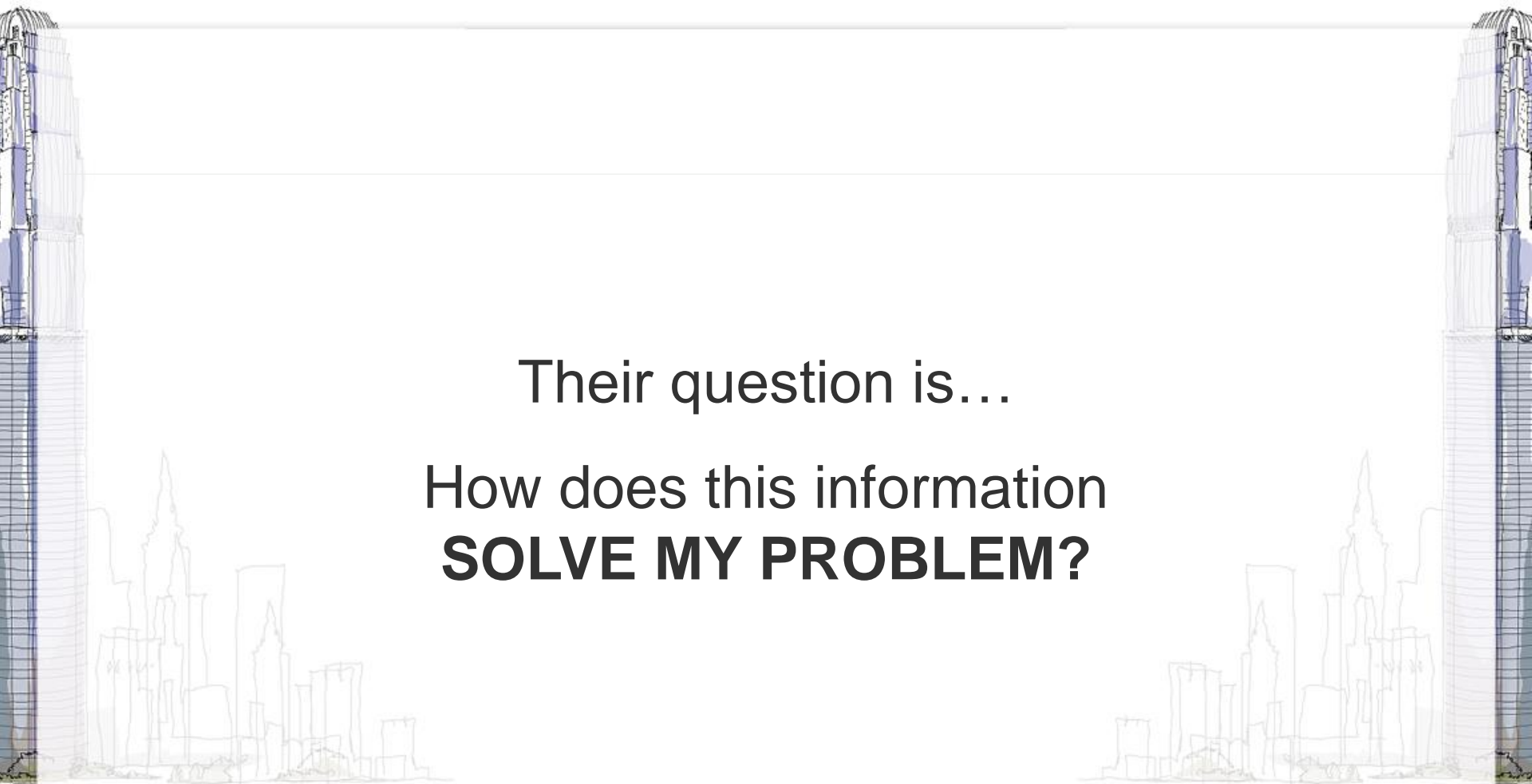
Gap

Seller



# WHY?

Because information without  
application is paralyzing.



Their question is...

How does this information  
**SOLVE MY PROBLEM?**





Clarify application with  
**“AND WHAT THIS MEANS TO YOU IS...”**



Follow that with  
**“AND THE BENEFIT TO YOU IS...”**



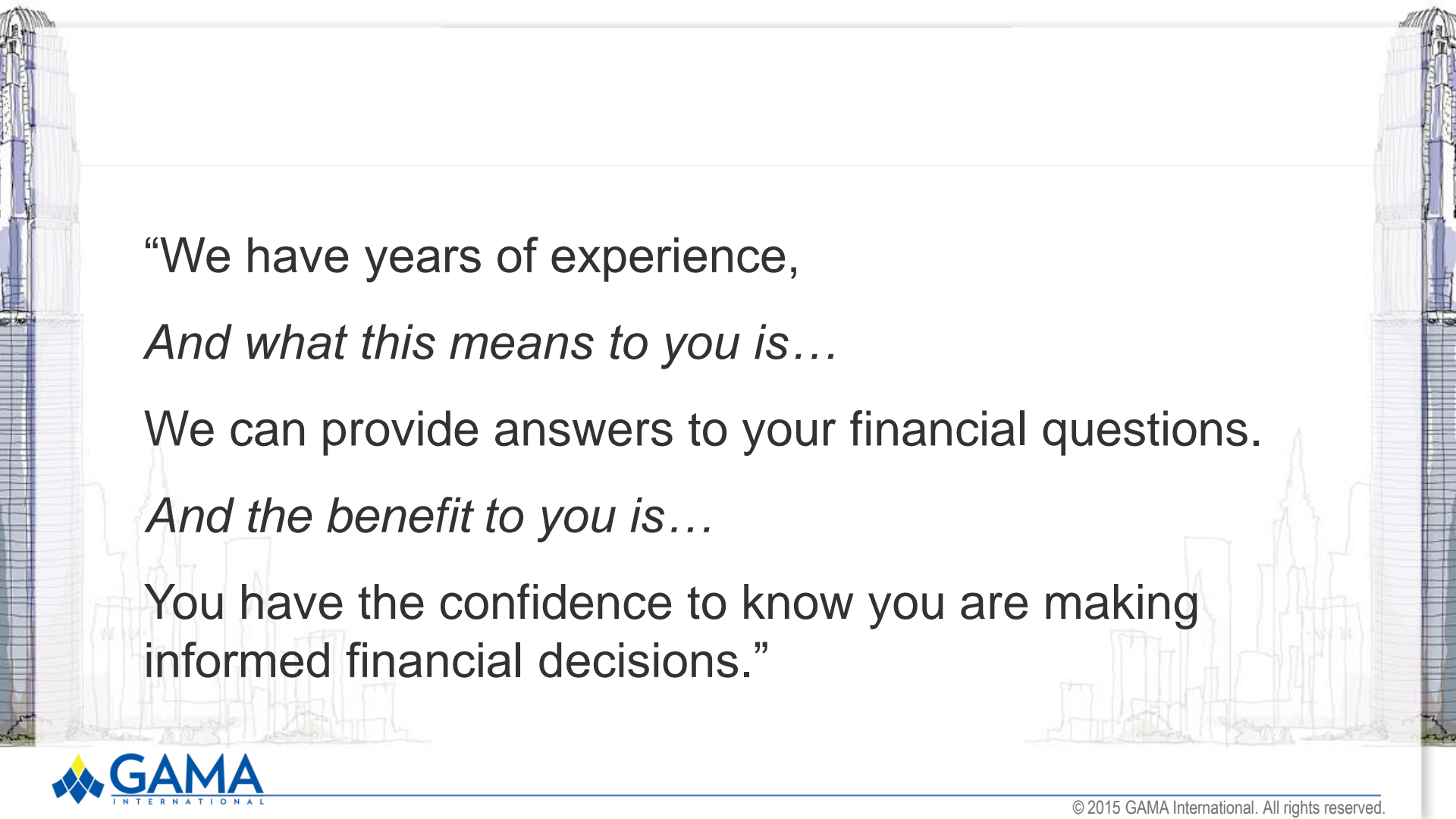
“We create a financial plan for you,

*And what this means to you is...*

We are able to organize your financial life.

*And the benefit to you is...*

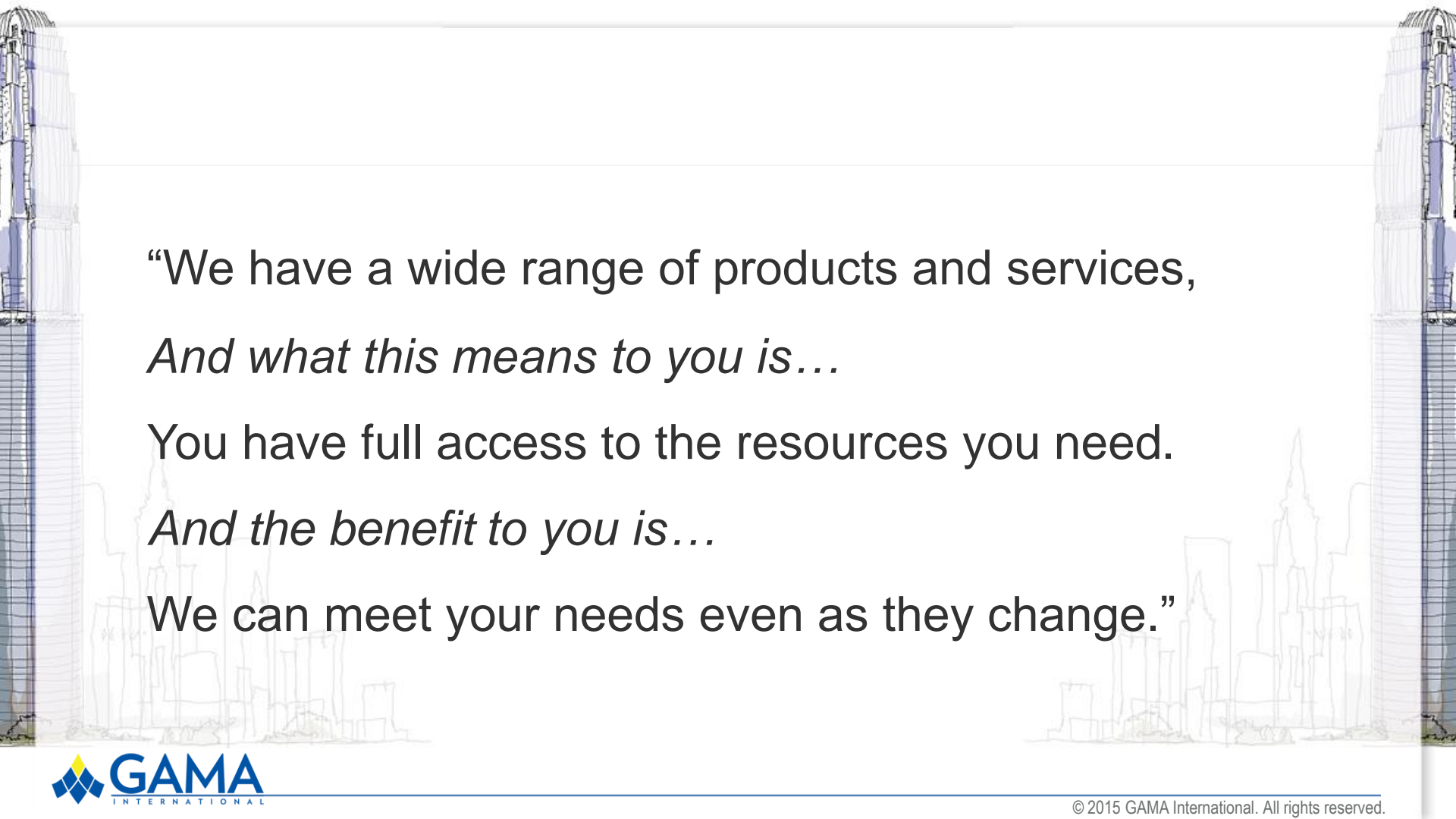
You are free to pursue your life passions.”



“We have years of experience,  
*And what this means to you is...*

We can provide answers to your financial questions.  
*And the benefit to you is...*

You have the confidence to know you are making  
informed financial decisions.”



“We have a wide range of products and services,  
*And what this means to you is...*

You have full access to the resources you need.  
*And the benefit to you is...*

We can meet your needs even as they change.”



Would you now answer this question differently?

**“Why should I do business with you and your team?”**



**So where do you  
go from here...?**



**Use the many resources (several are free) at**

[RichardWeylman.com/Resources](http://RichardWeylman.com/Resources)

“Elevating Business  
Performance in Today’s  
Marketplace”