

The million-dollar financial services practice: a proven system for becoming a top producer

Mullen, David J., author

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Abstrak

In *The million-dollar financial services practice*, author David J. Mullen, Jr. reveals how to become a top-producing financial advisor using the method he has taught at Merrill Lynch and is famous for in the industry. This comprehensive book combines marketing, prospecting, sales, and time management techniques into a system that will help readers build a successful and lucrative practice. Mullen gives financial advisors all the tools and guidance they need to:

- ? get the appointment
- ? build relationships
- ? convert prospects to client
- ? retain clients
- ? use niche marketing successfully
- ? balance current clients and prospects
- ? increase the products and services each client uses