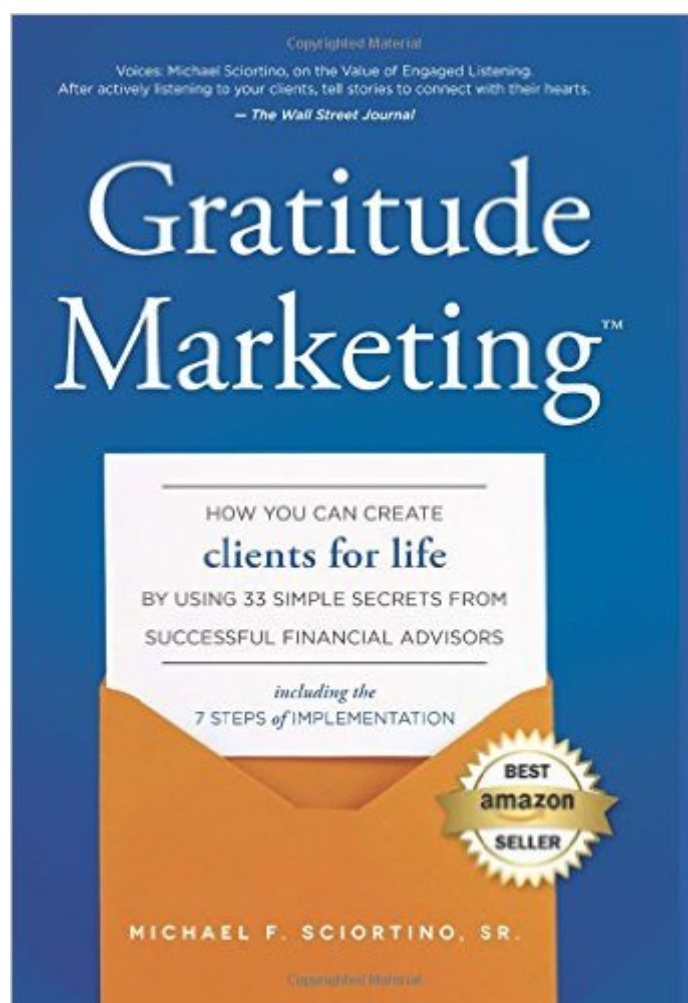


The book was found

Gratitude Marketing: How You Can Create Clients For Life By Using 33 Simple Secrets From Successful Financial Advisors



Synopsis

RELATIONSHIP CAPITAL ISN'T AN ASSET; IT'S A PRIVILEGE. WHY THE BIGGEST THREAT TO OUR BUSINESS IN YEARS IS COMING AND HOW YOU CAN PREPARE YOUR PRACTICE FOR IT NOW

Once in a while, a book comes along that defines the key issues in an industry and offers appropriate strategies and ideas to solve those issues. This is that book. With the threat of robo-advisors growing every day, financial advisors need answers to two critical questions: • HOW DO I RETAIN MY CLIENTS? • HOW DO I BUILD THAT IMPORTANT BRIDGE TO THE NEXT GENERATION? • MY CLIENTS' CHILDREN? GRATITUDE MARKETING IS THE ANSWER. Traditional marketing speaks at people. Gratitude Marketing engages and connects with people. Gratitude Marketing taps into the wisdom of proven professionals who have used these cutting-edge, real-life ideas to build their businesses. You'll discover how a well-run Gratitude Marketing system will put you in control of your clients' business consistently as change occurs and their need for your services arises or increases. When you combine relationship-building ideas with consistent nurturing, you create clients for life. The ideas I'll share with you have done one thing for me and the financial advisors who have used them: they have consistently produced results. GROW YOUR PRACTICE THROUGH GRATITUDE. LET'S GET STARTED NOW! Visit www.GratitudeMarketingBook.com.

Book Information

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Customer Reviews

Gratitude Marketing is a great resource that successfully guides you in ways to connect with clients

and build and retain your business rather than just sell a product. Over the years I have considered myself rather good at networking and relationship building. After reading this book I have found new ways to enhance my personal business model. The premise is simple, by expressing appreciation to your clients and reinforcing that you truly care about their experience working together, you will create clients for life. Over time I believe by incorporating these ideas, it will change and help grow my business while keeping a loyal clientele. Gratitude Marketing is a quick read with many common sense ideas that can have an immediate impact on your practice. I would recommend it to every salesperson that is serious about growing there business.

I was fortunate to hear a speech recently by Sal Paolantonio on his life lessons as a national correspondent at ESPN for 20 years. And his talk boiled down to one word: Gratitude. He writes a thank you note every day to someone who has advanced his career: athlete, coach, trainer...and even his Mom. What a poignant reminder how powerful Gratitude Marketing can be in any field! Sciortino's book expounds on this idea and gives the reader specific guidance...no matter how much experience you have under your belt...how we each can be more effective in strengthening our business and personal relationships.

Length: 1:15 Mins

I think this book is a gem. And I love the premise that you can attract and retain more clients by connecting with them rather than just talking at them. It's full of practical ideas I will use, like mailing postcards from the road to my prospects/clients, using advertising specialties strategically, and just being more useful to my clients and prospects. Some of these great ideas you've heard before, but are you doing them? This book can motivate you to do more simple things that work to grow your business.

Mike Sciortino has written a terrific book about building and keeping a loyal clientele. Gratitude Marketing is an easy read. Short but impactful, the book offers the kind of common sense advice that is too often taken for granted. Using the methods Sciortino developed during his years as a professional in the financial services business will have a positive affect on your business. Mike was a colleague for almost ten years. During that time I witnessed first hand how he developed and maintained a remarkably loyal clientele. Gratitude Marketing is a must read!

As a colleague of Mike Sciortino for 20 years, I witnessed first hand an individual who was the embodiment of a true professional and expert in marketing and relationship building. His sterling reputation in the financial services industry speaks for itself! Gratitude Marketing is a concise blueprint or road map on how to successfully build and maintain lasting, long-term relationships through the use of practical, time-tested concepts that too often get overlooked in today's world dominated by social media. Although this book has great application in the financial services industry, Mike's invaluable strategies are transferable to almost any marketing effort in any industry involving client interaction. This well-conceived book is a terrific resource for any professional looking to build and maintain meaningful, lasting relationships. It is a book full of wisdom, common sense and insight. It is well worth reading.

This book is great and shows how you can attract and retain clients by truly building relationships. I have been in the business for 50+ years and Michael Sciortino is the best wholesaler in all those years. His ideas worked, I used some of them. It is a book packed with ideas that work, it will get you moving in the right direction in your career. You can't use all of them, but select 2 or 3 of them to use and they will make a difference in the relationships you have with clients. Thanks Mike, it is a guide not only for success in business but in life!

Mike did an amazing job with this book. I'm not a financial advisor or in the financial industry. However, I recommend this book often to people, regardless of their profession, because the principles that Mike discusses can be applied by anyone in any industry to increase their influence in a positive way with existing customers/clients and potential customers/clients. Anyone that truly values people will value this book.

Although this book is aimed at the financial services sector, any business can benefit from these ingenious ideas! More than 30 ideas, most easy to implement, will invigorate any business and help to create loyal customers who stay for life!

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