



Coming Soon

BUSINESS FOR GENERATIONS

The Business for Generations program is an Ideal exclusive that will give you a turn-key strategy for increasing your production, while helping give peace of mind to your clients and their families.

In this step-by-step program, you'll receive scripts, emails, letters and promotional marketing material, all designed to help you maximize business generated from your relationship with your current clients.

WHY A BENEFICIARY PROGRAM?

If you've been an advisor for a while, you've discovered that some of the best leads you'll ever receive are referrals. This is particularly true if those referrals are your clients' children, grandchildren or other relatives who will be your clients' beneficiaries.

The closer someone is to your clients' estate planning, the more instantly powerful your relationship with them will be. With these type of prospects, you're able to establish trust and credibility instantly. This leads to a smoother and more efficient sales cycle.

As a result, your production goes up. Plus, this strategy allows you to increase the value you provide for your clients, and their families. When you're clients and their families are "wowed" by your service, they will refer you to other friends and family as well.

All this is integrated in the steps of the Business for Generations program. No cold calling, no begging, just incredible service to your client and their families. The natural result is more business.

IN THIS PROGRAM, YOU'LL LEARN:

- The power of the "Review Meeting" and how to use it to double your production this year
- How To Get 90% of Your Clients To Introduce You To Warm, Qualified Leads, Right In Your Office or Their Home
- The Single Best Marketing Secret Used By Top Advisors To Increase Overall Production
- Positioning Yourself as An Expert: How To Leverage Your Meetings Into Even More Sales Opportunities
- How To Know Exactly What Your Potential Client's Financial Concerns Are...Before You Even Meet Them
- The Success Triangle: The Marketing, The Meeting, and The After Effect
- A systematic, step-by-step method of increasing client loyalty and consistently generating new business from warm, qualified leads
- And much, much more....

This program has been put together, specifically with you, our advisor, in mind. We know you work hard and care about providing value for your clients. Let us help you pave the path to new clients and increased profitability.

CALL IDEAL PRODUCERS GROUP AT 888-433-2507 TO LEARN MORE.