

INTRODUCING AN IDEAL PRODUCERS GROUP'S EXCLUSIVE



# STRATEGIC COACHING EXPERIENCE

RESULTS-DRIVEN MARKETING & SALES STRATEGY

You're a successful financial advisor. You work hard, treat your clients right, and have a passion for helping people. Yet, you feel stuck, frustrated and confused by this one critical piece of your business: lead generation.

## YOU ARE NOT ALONE

Truth is, almost ALL advisors have felt the same way; frustrated by a lack of leads, lack of quality leads, or worried that their current referrals might eventually dry up. The problem is common. The SOLUTION, however, is UNCOMMON.

## WHY MOST ADVISORS NEVER GET TO THAT "NEXT LEVEL"

Over our years in the industry, we've talked with literally thousands of advisors. Many of them have had tremendous growth in their businesses. (Some have even had year-over-year growth.) But even among the advisors who are growing their businesses. Very few ever make a TRUE breakthrough that LASTS. Why?

## BECAUSE THEY DON'T HAVE A SYSTEM.



### A SALES SYSTEM THAT WORKS

POP QUIZ: In your typical first appointment with a prospective client should you...

(A) Use the same basic outline, principles, and questions each time, noting what works well and what doesn't and making slight adjustments next time to improve your closing ratio,

**OR**

B) Change it up every time with no rhyme or reason and cross your fingers that you get the sale

Of course, the answer is (A)! The reason you make sales is because, whether you realize it or not, you have a SYSTEM for making a sale. What you say, how you say it, the order in which you discuss things with a client, how you educate them - ALL of those steps are part of your sales SYSTEM. The system you've created over the years is why you close sales consistently.

### A MARKETING SYSTEM THAT WORKS, TOO

This "system" principle applies to your marketing, too. If you take a "change it up every time with no rhyme or reason" approach to generating leads, then you're essentially rolling the dice.

Sometimes you'll luck out and get a bunch of qualified leads...other times you'll strike out, and get no leads at all. Without a system and a plan, you could spend thousands of dollars on marketing with no results. Worse, you end up on a roller coaster ride in your business, never knowing when or how you might get your next client, hoping and praying that the mailer you just paid for or the online lead company you just hired will actually deliver new business.

Just like you probably tell your clients, "Hope is not a strategy." And "If you fail to plan, then you plan to fail."



## THE NO-FAIL APPROACH TO GENERATING NEW QUALIFIED LEADS

Ideal Producer's Group's "Strategic Coaching Experience" is a one-on-one intensive results-driven marketing and sales strategy program that focused on providing you with a marketing SYSTEM that consistently delivers new quality prospects AND a process that converts those prospects into new clients. In this exclusive, by-invitation-only program, you'll have the opportunity to work with some of the top results-driven marketing consultants in the country to create your own marketing system and get it IMPLEMENTED and driving new business your way.

### HERE'S WHAT YOU'LL RECEIVE:

THE BASICS	NEWSLETTERS	REFERRAL PROCESS
CLIENT DATABASE	WOW PACKAGE	JOINT VENTURE PARTNERS
LEAD GENERATION	BIO INFORMATION	MARKETING VENDORS
PROSPECTING	WEBSITE	EVENTS/SEMINARS
SOCIAL MEDIA PROSPECTING	CLIENT EXPERIENCE	AND MUCH MORE!

### WHAT ARE PARTICIPANTS SAYING?

"Unlike other IMOs, Ideal's Strategic Coaching Experience gave me not just marketing ideas, but a marketing PLAN and help to execute that plan. In less than 60 days, we went from less than .25% response on my workshops to generating over a 3% response! From this last workshop alone, we generated 15 appointments, all with QUALIFIED people. Our workshops were even featured on the local news, and our city's website! I can't say enough about the expertise, guidance, and, most importantly, RESULTS we've generated. If you're ready to finally have CONSISTENT RESULTS with your marketing, you MUST do whatever it takes to get yourself into this program!" -C.H.

"No More Walking Through Mud! Finally, a Clear Direction!" I have excellent closing ratios; I just needed to get in front of more people. When it comes to lead generation and getting new quality appointments, I felt like I have been walking through mud...trying a bunch of stuff and working really hard, but not really getting anywhere. With The Strategic Coaching Experience, I know have a clear direction, and a SYSTEM for getting quality leads and appointments!" -P.B.

## NEW QUALIFIED LEADS, APPOINTMENTS AND SALES AWAIT YOU! GET YOUR MARKETING SUCCESS SYSTEM NOW

This exclusive program is by invitation-only and space is extremely limited.

To be considered as a participant, please contact your marketing advisor at Ideal Producers Group at 888-433-2507.