

**NAIFA MEMBERSHIP
SOLUTIONS FOR YOUR BUSINESS**

PROSPECTING: TOP TIPS FOR PROSPECTING LIKE A PRO

Ask successful producers the main reason for their success and they will likely mention their ability to attract good prospects.

As a NAIFA member, you have an opportunity to learn what it takes to acquire these skills and start prospecting like a pro.

Here are a few samples of how NAIFA's prospecting solutions will help you acquire the prospects you need to purchase your products and services.

ADVISOR TODAY ARTICLES

ARTICULATING YOUR VALUE

Position your solutions in the framework of the problems your prospects are trying to solve.

THE ADVISOR'S INVENTORY

An efficient tracking system of prospects who say "no" is worth its weight in gold when building a prospecting system that yields results. Find out how this process really works.

HOW I USE SOCIAL MEDIA TO BUILD MY PRACTICE

This top producer's use of LinkedIn and Facebook encourages prospects to contact him when they need financial services.

TECHNOLOGY TOOLS: INFOFREE.COM

Infofree.com lets you find customized targeted prospects. Subscribers get: unlimited search, select and view of sales leads, unlimited mapping of leads on Google maps, ability to print or download leads, emails and mailing lists and free CRM with over 200 quality databases to choose from.

MEMBERS-ONLY

WEBINARS AND PRESENTATIONS

REFERRALS WITHOUT ASKING

Contrary to what you may have heard, it is possible to build a thriving practice without asking for referrals. Listen to this informative webinar to learn what you need to do right now to get the referrals you need to grow your business.

GETTING PROSPECTS TO RETURN YOUR CALLS

Use these time-tested techniques to get prospects to return your calls. They have worked successfully for thousands of agents and they will work for you as well.

THE ART OF PROSPECTING

Overcome your fear of prospecting by listening to this powerful presentation. In a few short minutes, you will learn how to stay out of "voice-mail hell," overcome objections, and develop the best closing strategy ever used.

MORE LEADS, MORE CLIENTS, MORE SALES

Find out how to create a model that produces more leads, more clients, and more sales.

