

Duncan MacPherson introduces his newest presentation...

The 3 Pillars of Success *Proven Strategies for Uncertain Times*

If you've ever flown from coast to coast you know that it takes less time to fly west to east than the other way around. And the reason of course is because of the different levels of resistance between a headwind and the jet stream. The jet stream metaphor effectively describes the difference between the best financial advisors and the rest. Top advisors are harnessing the favorable winds that exist and generating results. All other advisors are facing massive resistance and frustration.

Since Sept of 2008, in arguably the most significant headwind this industry has ever seen, Duncan MacPherson and the coaches at Pareto Systems have been working even more closely with top financial advisors showing them how to attract and keep great clients while running a more productive business in this new era. Duncan has seen first hand what works and has created a new presentation consisting of two essential drivers:

The WHY - It Starts with a Mindset

The winds of opportunity blow the same for all advisors, the difference is in the set of the sail. This starts with the advisor having a mindset that there is tremendous opportunity in the marketplace right now including:

- The degree of doubt many high net-worth prospective clients have for their current advisor has never been higher
- A solid advisor is at his or her highest level of refer-ability right now
- There has never been a better time to strengthen existing relationships – both in terms of loyalty and overall productivity

The HOW - You Need an Action Plan

Duncan walks through a sequential array of proven strategies including how to:

- Attract a higher quality and quantity of referrals in 30 days
- Deploy a “just-add-water” process to uncover assets from existing clients
- Execute a system to effectively target and attract new clients
- Engage strategic partners with precision

This is a rapid fire presentation consisting of actionable proven strategies that any advisor and team can use to strengthen existing relationships while generating new ones quickly.

Take Action!

Visit <http://www.paretosystems.com/speaking/> to learn more about Duncan's new presentation.

From there, call us at **800-215-3294** to have a discussion with Duncan to determine if this presentation will be a good fit for your next conference.

Have the wind at your back and capitalize on this tremendous opportunity.

