
Step 6: Measure Success the Better Way

Sadly, some measure success by how much money they made that day. On the other hand, the best financial professionals measure success by how many people they helped that day. There is a BIG difference between those two.

Step 7: High Five

Never celebrate a BIG sale for longer than 15 minutes and certainly do not slow down after the sale. Instead, say to yourself, "Now I need to show them that they made a wise decision. Said differently, work does not end with the application, work BEGINS with the application.

Step 8: Disadvantages

Make sure you show every prospect the disadvantages of a product in addition to the advantages. Do not be ashamed by your product's disadvantages. Every product in the financial world has disadvantages. You just want to make sure the advantages outweigh the disadvantages for your proposed solution.