



The WOW Factor

Creating a Customer Experience that Sells!!

Products are a _____.

Most of us are _____.

As a product becomes a _____, people increasingly buy the _____.

5 Levels of Client Development

1,

2.

3.

4.

5.

Why is Client Development Important?

It costs ___ ___ more to acquire a new client than an old one.

Financial planners spend ___ ___ more hours on a new client than an old one.

On average, U.S. Corporations lose ___% of their customers within 5 years.

___% of Americans don't have a life insurance advisor.

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Appealing to the _____

- 1.
- 2.
- 3.
- 4.
- 5.

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