

YOU are the VALUE

You need to know your value before you can sell your value. You cannot expect clients to understand your value unless you can articulate your value.

An obvious observation, but few financial service professionals - or Financial Entrepreneurs™, Pusateri's affectionate term - can articulate their value with highest levels of confidence, passion and speed. Even many of the best FEs or FE teams still "wing it" with clients and prospects.

In an engaging, highly interactive keynote, Leo Pusateri, president of Pusateri Consulting and Training, discusses how the Value Revolution, the Changing Client and the Client's Dilemma require Financial Entrepreneurs to develop powerful, personal answers to the seven critical questions of distinction, and "know their value." Known as the Value Ladder™, the seven questions,

- Who are you?
- What do you do?
- Why do you do what you do?
- How do you do what you do?
- Who have you done it for?
- What makes you different?
- Why should I do business with you?

challenge participants to define their background, unique value proposition, business beliefs, process, client success stories, core values, and their real value answers. Participants walk away with a simple mental framework to differentiate their company, solutions, and most importantly, themselves, in any formal or informal meeting with clients and prospects. The ultimate goal is to win value moments of truth with existing clients or new business opportunities.

WANT TO SEE LEO IN ACTION?

**To request a copy of Leo Pusateri's Keynote Speaker DVD
or for more information call Sue Peace at 716-631-9860
or email sue@pusatericonsulting.com**

