

Don't Let Irrational Fears Stunt Business Growth

Many advisors automatically reject dinner seminars because they feel there is over-saturation in their market. But why refuse a strategic event when it is a proven opportunity for business growth?

Our experience at Quantum has shown that our most successful dinner seminars are held in the most competitive markets: Florida, Arizona, and California. Because there is a large population of pre-retirees and retirees in these markets, these potential clients may get many dinner invitations. But here's the reality: they are attending because they have a need for an advisor to offer them something different than they've seen or heard before.

WE HEAR OBJECTIONS TO DINNER SEMINARS ALL THE TIME:

"Everyone does dinner seminars."

"People get too many dinner invitations."

"The market is too saturated."

"People are plate-lickers and just want a free dinner."



Remember: "Fear of Saturation" is an inaccurate concept. If anything, you see saturation or increased amounts of dinner invitations in one market because it is actually working.

LET'S PUT IT THIS WAY:

You go to the movie theatre to see a specific movie. If you get there early, you're exposed to movie previews that may prompt you to see those upcoming films.

DINNER SEMINARS WORK THE SAME WAY

When potential clients attend dinner seminars, **you** are the preview. It is your duty as the advisor to provide a "movie trailer" of who you are, why you do what you do, and what you can do to help them. Be intriguing. This is your opportunity to entice attendees to schedule a meeting with you.

TO GET STARTED ON GROWING
YOUR PRACTICE CONTACT
SCOTT DRAKE AT **800.440.1088**

DISCOVER THE POSSIBILITIES | THEQUANTUM.COM | 800.440.1088

FOR FINANCIAL PROFESSIONAL USE ONLY - NOT FOR USE WITH THE PUBLIC

The Quantum Group, USA, LLC, an Arizona limited liability company. In CA, d/b/a Quantum Distribution & Insurance Services.

27492055_1019