



**The Evolution of the Financial Services Representative: From Smiling and Dialing Salesman to Trusted, Knowledgeable Financial Professional.**

Insurance salespeople were once the butt of jokes. No longer. In the past 50 years they have evolved into respected professionals on par with their counterparts in such disciplines as medicine, accounting and law. That's the good news!

But there is also some bad news. Being "a professional" produces greater accountability, fiduciary responsibility and a raft of new compliance demands. It also necessitates a more comprehensive and holistic approach to client interactions.

Which brings us to the best news of all!

A more comprehensive and holistic approach to client interactions builds better more meaningful relationships, gives you an opportunity to add "real" value, and leads - almost inevitably - to a lot more lucrative sales opportunities.

This presentation will focus on the many benefits of professionalism.