



Building a Financial Services Clientele (One Card System)

Barry Alberstein, Delia Alberstein, Al Granum

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***The 11th edition of Building a Financial Services Clientele* is the essential guide to mastering the One Card System. Master the science and the art of financial services sales success with the book that has made the One Card System a proven winner for over 50 years!**

This edition provides step-by-step instructions on how to:

- Understand the client-building philosophy
- Use Social Media for improved prospecting
- Conduct an effective fact-finding interview
- Use Activity and Efficiency Points to Stay on Track
- Use the CAM System
- Understand the consultative sales cycle

Whether you're a beginner or an established professional, there is only one proven system that will bring you true success...that's the ***One Card System***, and this is the book that will help you master these proven techniques.

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