



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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