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Storyselling | Mitch Anthony

Storyselling for Financial Advisors is one of the Best books I've ever read to help salespeople clarify their explanations through the simple use

of stories and analogies. I've told more than 10,000 advisors about this book and encouraged them to buy it, so that they can help their clients understand investing, asset allocation, the rule of 72, etc.

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translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by Warren Bu If you want to get results, start connecting with the right side of the brain. Mitch Anthony's most popular presentation is based on the bestselling book he coauthored with Scott West, *StorySelling for Financial Advisors*. As successful financial services professionals know, it's all about making human connections—and it takes more than mathematical, selling, and organizational skills to make those connections.