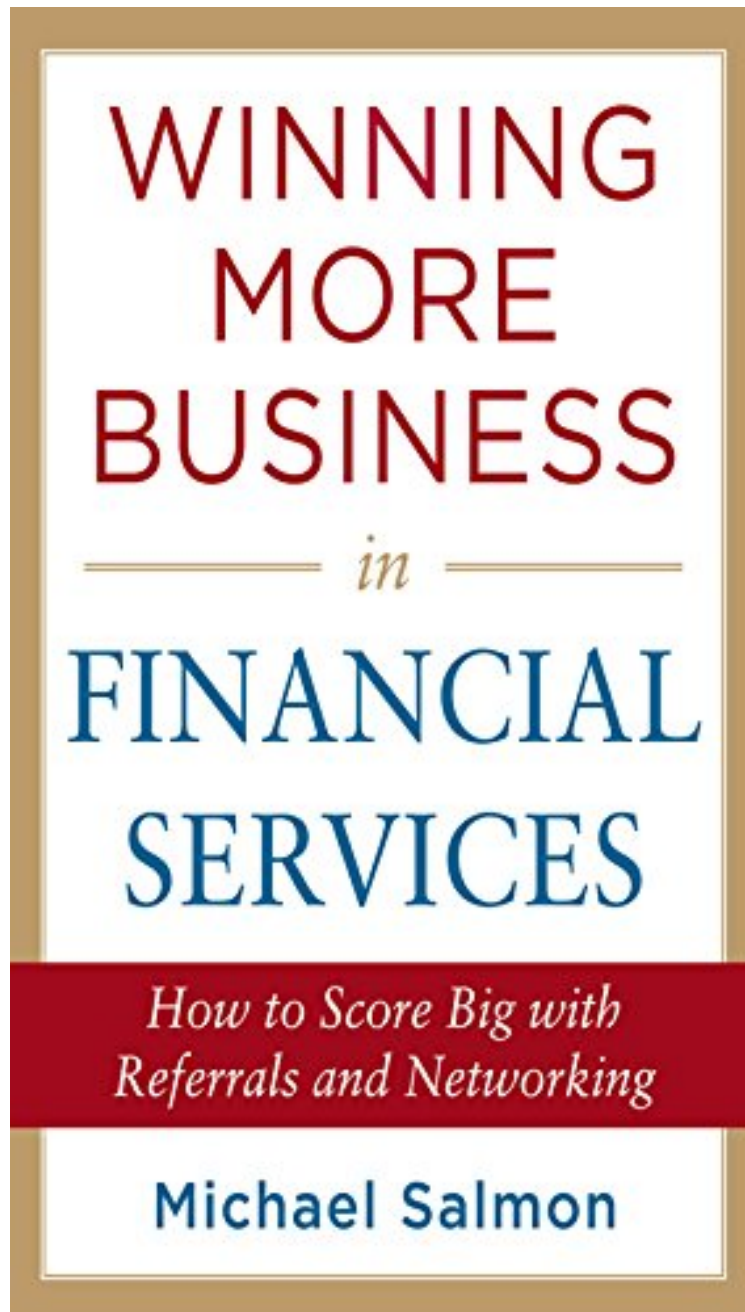


## Winning More Business in Financial Services

*Michael Salmon*

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Successful business development is an essential element of every thriving business. If you are not developing your business- your business is going to erode. This book is a masterpiece that details in a methodical and detailed manner the "how to" build your pipeline with qualified leads and manage those qualified leads to successful conclusion. It is so logical and matter of fact that it is brilliant. If you follow this methodology you will be successful in building your practice and increasing the revenues and profitability of your book of business- it is that simple! Additionally, the approach is actually transferable to business development in other product or service industries. McGraw Hill has published a winner with this business tool. Thank you Michael Salmon and Thank you McGraw Hill.

Few financial professionals leverage the many referrals they receive on a daily basis, thus, missing out on one of their best opportunities for increasing profits and growth. *Winning More Business in Financial Services* is a step-by-step guide to thriving in an increasingly competitive business climate by optimizing existing relationships to meet people readers can't reach on their own and staging, framing, and following through on these referrals.

About the Author  
Michael Salmon is an expert in the field. He has authored two books on his SuperNetworking platform. His company, M. Salmon Associates, is recognized as one of the nations' foremost training, coaching and sales consulting firms working with Fortune 500 companies. Mr. Salmon currently coaches 25+ of the Barron's and Worth's top 1,000 Advisors and several Fortune 500 executives. He has appeared on FNC, CNN, Bloomberg, NBC and CBS and his comments have appeared in such national publications as USA Today, Investor's Business Daily, L.A. Times, and Entrepreneur Magazine. Mr. Salmon developed his SuperNetworking methodology over the course of his three decades of leadership improving sales, marketing, and management process for both publicly traded and privately held companies.