

## Using Golf to Drive New Business

**Program Deliverables:** Train financial advisors how to use golf as a platform through which they can entertain existing clients and acquire prospects who have a passion for golf. Demonstrate how advisors can use golf language and golf experiences to effectively communicate their value proposition.

### Program Description

Learn to attract and acquire high net worth prospects who have a passion for the game of golf. Drawing from his first-hand experience with high growth advisors as well as with major champions on the PGA and LPGA Tours, Dr. Jensen provides you with the scripts and activities needed to use golf to drive new business.

Come dressed for golf as you experience how to train like the pros while learning to use golf events to creatively convey your unique value proposition. The presentation addresses:

- Conducting golf events that drive new client acquisition
- In golf and financial services, “The weakest link breaks under pressure”
- What you have in common with golf’s major champions - “It’s the archer, not the arrow”
- Using golf to turn clients into advocates

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## Dr. Rick Jensen



Dr. Rick Jensen is a world-renowned performance coach, sport psychologist, and author. In golf, his clients include more than 50 touring pros on the PGA, LPGA and Champions Tours who have combined to win over 200 tour victories and 33 major championships. Dr. Jensen has also trained tennis champions including winners of all four Grand Slam championships.

In the world of financial services, Dr. Jensen has consulted with top firms including Merrill Lynch, Morgan Stanley, UBS, LPL, and Wells Fargo. He has coached hundreds of financial advising teams and trained management at all levels.

Dr. Jensen is the author of *Drive to the Top: 5 Timeless Business Lessons Learned from Golf's Greatest Champions* and *Easier Said Than Done: The Undeniable, Tour-Tested Truths You Must Know (and Apply) to Finally Play to Your Potential on the Golf Course*. He has been featured on ABC, ESPN, CNN, and the Golf Channel, and is also a contributing writer for Golf Digest and GOLF Magazine.