



BUILDING CHAMPIONS IN SPORT AND BUSINESS

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Disciplines of Growth: How Top Producers Consistently Acquire New Clients and New Assets

Program Deliverables: Provide advisors with the knowledge, tools, and strategies required to exponentially grow their business. Help advisors shift from a start-up survival mindset (pursuing any prospect with a pulse) to a disciplined approach to growth that attracts and lands targeted, profitable prospects.

Program Description

Reviewing business case studies from inside and outside the world of financial services, Dr. Jensen demonstrates how top producers implement the Disciplines of Growth. Dr. Jensen draws from his 20 years of coaching multi-million dollar producers as he demonstrates what it takes to build and execute sustainable habits that accelerate business growth.

As you learn to maximize your acquisition efforts, you will be challenged to take a critical look at your book management, your referral networks, and your existing client acquisition plan. You will leave this program with actionable takeaways that you can execute immediately. The presentation addresses:

- Positioning your practice for growth
- Defining your target markets
- Differentiating and branding your practice
- Maintaining consistent contact with people with money

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.