

COLLABORATIVE DISCOVERY

Collaborative Discovery is a *shift* in mindset for many financial professionals.

The process is always focused on the prospect

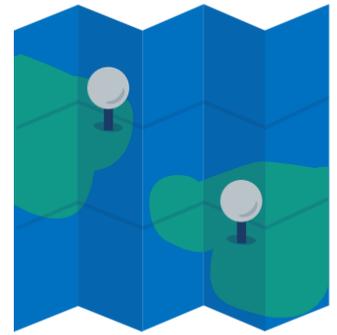


It's about symptoms the prospect is experiencing that cause pain, or a desire for gain.

If you aren't talking about your company, your solutions, or yourself - you're doing it right!

It's about a solution, never blame.

It's not a one-sided presentation, but a journey of discovery and reaching conclusions together. The process maintains & protects self-esteem and is truly collaborative..



Promotes ownership.

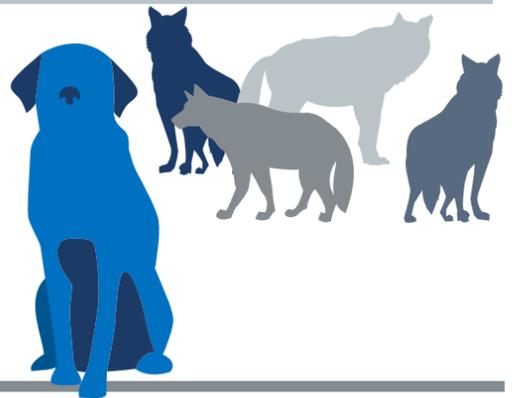


When prospects collaborate to solve problems and develop solutions, they're more likely to take ownership.

Tension diminishes, and ability to gain commitment is improved.

Differentiates you from the competition.

In a world where virtually every financial professional focuses on presenting commoditized solutions or superficial fact-finding, you'll stand out from the pack.



Collaborative Discovery is something to do *with* your prospect.

Fact-Finding is something you do *to* your prospect.

Learn more at:

**Trustworthy
Selling**

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