

## **CFS “Find MORE Prospects, Create MORE Clients, Make MORE Money” Success Systems**

### **RTP – “Referral Talk Pro” and Cash Flow GPS with Coaching Platform**

“Provide Leads to an Advisor – He might make a Sale, Teach an Advisor a Success System – He’ll build a Career”

CORNERSTONE Financial Services (CFS) is the #1 Marketing Organization for discriminating “Process Based” Agents, Planners and General Agents. The days of just being an insurance product salesman have been replaced by internet online sales. Successful Advisors must educate and coach clients to reach their goals and dreams, not just provide the products to solve situational needs; we call this “Processed Based Selling”.

**RTP-Referral “Talk” Pro** is a proprietary program of CFS designed to provide an unlimited number of prospects from which you will “Create MORE Clients and Make MORE Money”. The “second sale”, upon the completion of the sales transaction is where the sales pro begins the referral talk process because the thought of ending the sales transaction WITHOUT referrals would be like cutting the sales pro’s compensation in half.

David Frederickson<sup>1</sup> – Author & RTP Program developer says “The **Referral ‘Talk’ Pro** will instead take the first steps towards eliminating potential buyer’s remorse as they begin the second and MOST IMPORTANT SALE.

Become a **Cash Flow Coach** or **Partner with One**. The **Cash Flow GPS with Coaching Platform** is designed to:

- Collaborate with Financial Services Professional Partners to create a customized plan with a road map to implementing the success strategies so the clients will reach their goals in the most efficient way possible.
- Identify where the Client is financially right now, where they want to be, and when they want to get there.
- Present the “Financial Process” to the Client using the **Cash Flow GPS** and a systematic method of determining their unique set of goals and objectives.
- Provide on-going Coaching to the Client to insure their commitment to their goals and success of the process.
- Uncover new opportunities for his Partner as the Client proceeds toward Financial Solvency and Liquidity.
- Continually obtain Referrals for his Partner as the Client begins to feel successful and the reality of Financial Independence.

Become a CFS Referral “Talk” Pro, implement the Cash Flow GPS with Coaching Platform, or use any of the CORNERSTONE Financial Services Affiliate Program separately or combine them together and **WATCH YOUR AGENCY GROW**.

### **For More Information**

**call: C. Rod Maxson @ 954-794-0950x207 or email [crm@cfsinc.org](mailto:crm@cfsinc.org)**

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<sup>1</sup>**Dave Fredrickson** has been in the insurance and financial services industry the past 30 years. He started as an agent with a large company in Sarasota, FL and quickly moved into their top 1% out of 24,000+ sales agents before accepting a promotion into sales management. Once in sales management, the same results occurred where he took his sales unit ranked near the bottom out of 2,300+ sales units in the company and brought the sales unit to within the top 1.5% in less than 2 years. A variety of promotions followed taking Dave to various parts of the country where ultimately he and his family chose to relocate back to FL. Dave worked with several other large companies over the years and has amassed numerous sales awards and accolades. In 2000, Dave decided to start his own firm and he has been happy growing his own companies ever since.