

# Penetrating into the High Net Worth Client Market



**FACT:**  
“ In a typical sales situation, 80% of prospects usually say, “No” to your sales offer. During tough economic times, this can be as high as 90% or even 95%. ( and that is after attending all that sales training you thought could help!) ”

## Now the good news:

- 1** There are those rare salespeople who sell phenomenally well even during the worst economic times - even in highly competitive markets.
- 2** Even when the price of their product is way above what their competitors offer.
- 3** Those super salespeople sell 'like crazy' - rain or shine - and there's no such thing as a "slow day", a "bad day", or a "lousy day"- or a slow week or month for them.
- 4** And what's more - they make it look easy. Because it is easy - if you know how.
- 5** Not only that, by making some adjustments, - these elite corp of sales professionals are able to sell to a select group.

## The High Net Worth Clients Market

The sales professionals who earn the most, enjoy the highest levels of career satisfaction, and reach the top of their careers are those who can do these things well. They know how to:

- Get face-to-face with high net worth prospects.
- Smoothly and effortlessly execute selling skills that lead to a professional relationship with high net worth prospects.
- Manage high net worth relationships and build client loyalty
- Generate ongoing introductions and referrals.

Now nothing is more vital than mastering high net worth selling.

Not your brochure, team name, contact management system, professional certification, or platforms provided by your firm.

People of wealth are cautious buyers. As their wealth becomes public, more and more people try to sell them something, and they are quickly turned off by marketing gimmicks and sales pitches. They resist these approaches and the person using it.



Facts and data have very little effect at this point if clients feel they just can't trust the person who presents the data.

These clients feel even more upset when they feel they have little understanding of all the financial jargon presented to them.

Although many are "targeting" the High Net Worth Client market, they are not confident about taking the steps to meet with those investors face-to-face.

### That is when as a sales professional, you need someone who has successfully

- Sold to High Net Worth Clients
- Is highly regarded as an expert by his/ her clients
- Is a sales top producer in this area – and an industry expert
- Has endless referrals from this category of clients
- And has the proven track record of training sales professionals in this highly segmented area of sales

## Highlights of Program:

- Are you ready for High Net Worth Clients?
- The specific skill set required to attract High Net Worth Clients
- How to penetrate into the world of High Net Worth Clients
- Choices of words when speaking with High Net Worth Clients
- What keeps High Net Worth Clients loyal and supportive to a certain sales professional
- How to close that big order

And the Benefits you Will Get out of This Session!

- Learn to manage your image when managing High Net Worth Clients
- How to get them to like you!
- How to manage a professional conversation and make a great impression last
- How to close the big sale like a breeze while others struggle to even go near them
- Learn to get your clients back for repeated business

## Trainer Profile: Lusi Lim



Life Coach, Sales Legend, Keynote Speaker. Lusi Lim is a highly sought after speaker for major corporate events, leadership councils, and C-level management.

Her clientele through the years have included: chairmen, presidents, Chief Executive Officers (CEO) of multi-national corporations, Small Medium

Enterprise (SME) owners, top sales personnel and executives from diverse backgrounds.

Lusi is a recipient of Ten Outstanding Young Persons Award 2012. She also emerged the big winner for the 2012 "Great Women of Our Time" event. She took home an award under the Finance & Commerce category, as well as an award for the 'Most Inspiring Woman'.

- Consistently breaking personal and company sales records – even in recession
- More than 10 years sales experience – as top sales investment producer across 7 countries for 8 consecutive years
- Mentored and groomed thousands of sales people and business owners to earn the top dollar
- Major speaker and trainer across Asia, in the United States and Canada for revenue and business turn around

## Penetrating into the High Net Worth Client Market

Date:  
**Check with Specialist**

Timing:  
**10.00am to 6.00pm**

Venue:  
**1 North Bridge Road  
#06-01 High Street Centre**

Course Fee:  
**\$888**



Sign up early to enjoy early bird discount of \$100!

[lusigroup.com/high-net-worth-client](http://lusigroup.com/high-net-worth-client)

