



# Making the Client Connection: Maximizing the Power of Your Personality, Presentations, and Presence

*Mitch Anthony, Gary DeMoss*

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One of the best ways to attract clients in today's marketplace is for financial advisors to connect with clients on a personal level. In *Making the Client Connection*, Mitch Anthony and Gary DeMoss help financial advisors use interpersonal and relational skills to identify and meet clients' needs to increase their book of business. Anthony and DeMoss reveal how to:

- Resolve the conflicts and move from agreement to action.
- Avoid the most common mistakes advisors make.
- Be an emotionally intelligent advisor.
- Read one's clients before trying to lead them.

In *Making the Client Connection*, Anthony and DeMoss illustrate the radically altered dynamic in the financial services industry and the level of trust that must be built between financial services professionals and their clients. They also highlight research findings from communications experts in recent studies from Yale, the University of Pennsylvania, and others about making emotional and relational connections and the importance of such connections for success in the modern workplace.

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