

<<超新星顾问>>

图书基本信息

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内容概要

The 80/20 Rule is a fixture in American business-80 percent of the profit comes from 20 percent of the clients. For financial advisors, the 80/20 Rule is an unassailable law of physics; deny it at your own risk. Yet many advisors who grasp the intuitive reality of the 80/20 rule lack a proven model of professional practice that transforms their understanding into action. The Supernova Model is a client service, client acquisition, and practice management model that drives an explosive acceleration in revenue and client satisfaction by capitalizing upon the 80/20 Rule. First implemented by financial advisors at Merrill Lynch-under the leadership of author Rob Knapp-it has grown increasingly popular within the financial services industry. MIT sent a team of graduate students to evaluate Supernova and complete a dissertation, while Harvard Business School prepared a case on it. Filled with in-depth insights and expert advice, The Supernova Advisor skillfully outlines this proven model and reveals how it can be used to create an exceptional experience for your clients while significantly growing your business. Chapter by chapter, you'll become familiar with each star of the Supernova model including: Segmentation Organization Planning Acquisition Leadership Along the way, you'll also discover an innovative client contact system called 12/4/2. To enhance your understanding of this comprehensive concept, each of the core chapters also features exercises that will help you step onto the Invisible Bridge that is now in front of you. Written in a straightforward and accessible style, this book is an essential read for financial advisors and other professionals who are seeking a smarter way to grow and a better way to serve. 100% of the author's proceeds for the sale of The Supernova Advisor will be used to fund scholarships for deserving students with financial need. These Knapp Scholars will learn the tenets of servant leadership as they prepare for careers in business and financial service.

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