

**“7 out of 10 CAPS™ participants had average case size production increase of 15% or more.”**

**- Senior Partner**



## Why CAPS™?

The short answer is because CAPS™ Skills improve results. Internal analysis by one of our Fortune 500 clients shows CAPS™ Skills training and coaching improves financial advisor's productivity by helping them better implement their company's advice process. Over 70% of veteran advisors who attend CAPS™ saw production increases – with ½ of them up over 20%



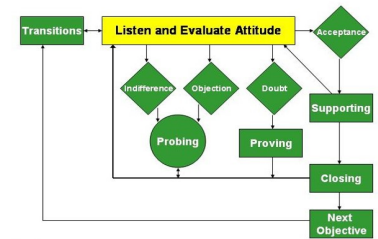
## Online Convenience

You develop and sharpen your skills without hours of unproductive travel time and expense.

You complete each weekly module at a time that best fits your schedule. Each module is paired with a pre-scheduled live facilitated coaching calls for you to ask questions and describe how you are applying the skills to increase sales.

This process assures you immediate and long-lasting results.

### THE CAPS™ OVERVIEW



## The CAPS™ Overview

Use of the skills enables the advisor to ethically persuade prospects to buy solutions that are in the prospect's best interest.

Advisors are not asked to memorize scripts. Instead, they learn how to apply the skills to every part of their familiar client development and sales process.

[\*\*Click Here for Workshop Details\*\*](#)

# Take your skills to a new level!

Experience proves that effective skills training is a process, not an event. Sales success depends on **ETHICAL PERSUASION** - the art of influencing another person to do something, that they otherwise wouldn't have done on their own, so they achieve an outcome that's in their best interest.

*“Excellent investment of my time, I am thankful for the ‘Skills Card’ and I am glad that the sales training was tailored to OUR business.”*

– Mike Kinard, LUTCF, FIC, FA