



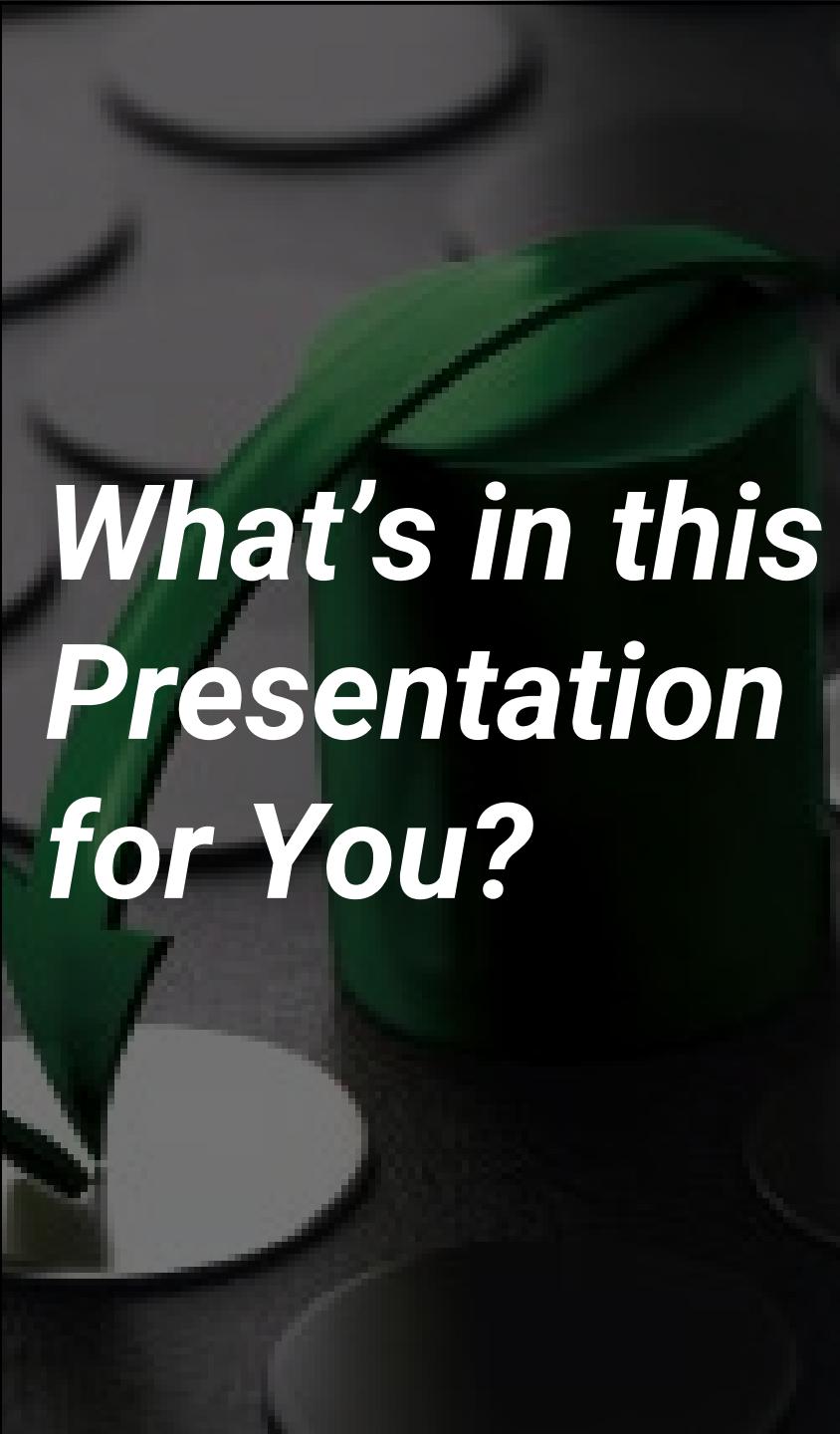
CATALYST4GROWTH

THREE SURPRISING OBSTACLES

that Derail Marketing Strategies and
Prevent Prospects from Becoming Clients
& **What You Can Do About It**



Kevin Berwald, CFP®, CLU®, ChFC®, CASL®

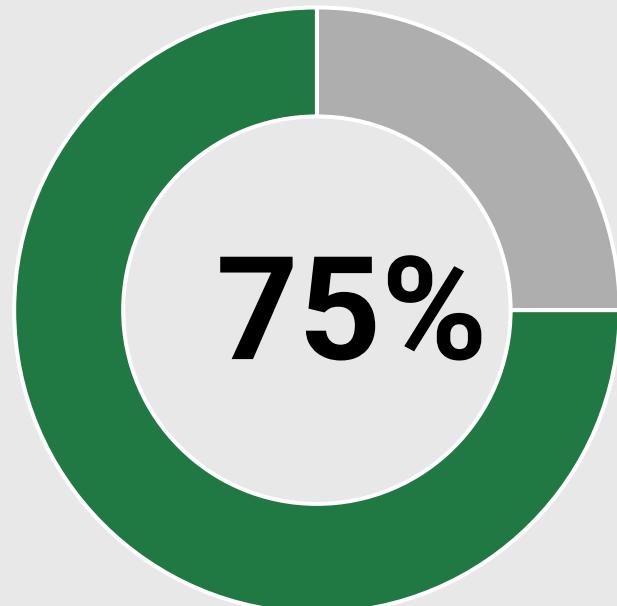


What's in this Presentation for You?

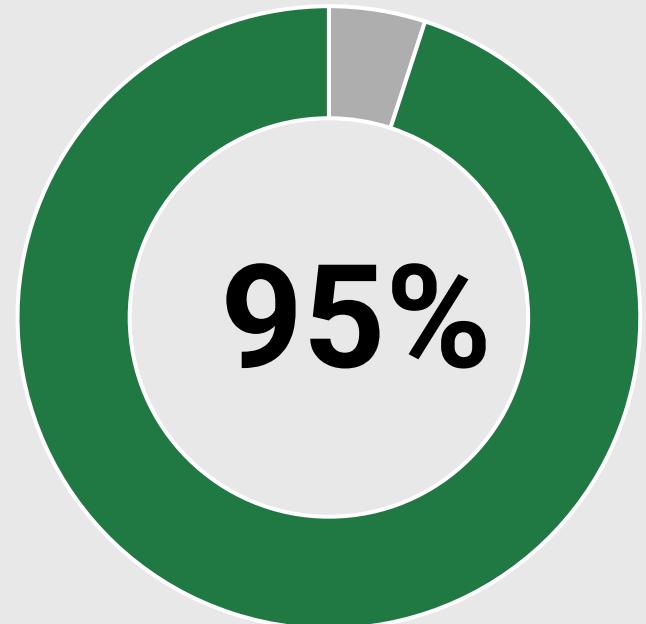
- 1 Before solving problems you must recognize what they are. **Awareness**
- 2 It isn't always your fault. **Optimism**
- 3 What can you do about it? **Solutions**

Obstacle One: The Negative Thought Barrier

60,000 Thoughts Per Day



Negative Thoughts



Repetitive Thoughts

Obstacle Two: The Influence of Unconscious Thoughts

**Adaptive Unconscious: Makes decisions
without you being made aware**

- . Something doesn't feel right
- . Quick decisions in an emergency
- . Everyday actions on autopilot like shaving, driving, multitasking

Obstacle Three: The Power of First Impressions

- Thin Slicing
- Words and Images are initially more important than sentences and resumes
- “The Three Second Test”
- Confirmation Bias

Control of Perception for New leads, Prospects, Referrals, and Client Acquisition Marketing.

- It's all about what they want! But not too much right away.
- Becoming Irresistible or at least not driving them away. Convey, Like and Trust!
- Halo Bias, Initial positive impressions leads to general positive impressions about other things.





Kevin Berwald, CLU®, ChFC®, CFP®, CASL®
Co-Founder, Catalyst4Growth



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“It is literally true that you can succeed best and quickest by helping others to succeed.” – Napoleon Hill
Kevin Berwald developed his unique client acquisition and sales processes over a 35 year career in both wholesale and retail sales and leadership positions. These transferable skills and processes, that he shares with people today, were largely responsible for his successes as a top Sales Professional, National Sales Manager, and Sales Consultant for some of the greatest financial businesses in America. Kevin's training and coaching programs, offered through Catalyst4Growth, are based on a personalization mindset that helps professional sales organizations and individuals improve on their own unique client acquisition processes, making them even more successful. Along with the resources of Catalyst4Growth, Kevin offers insight, coaching, and training based on decades of experience in success in personal sales, as well as helping other sales organizations expand, earn more revenue, and make their business lives easier. Many of his strategies and processes are documented in the books he has written, which are available at catalyst4growth.org, Amazon, and Kindle.

Kevin, his wife, and two sons live in Grosse Ile, Michigan where they enjoy boating and fishing on Lake Erie, playing golf, hunting and raising honey bees on their farm. They are also members of Church of The Way. Kevin attended Olivet College where he received fourosity wrestling awards and was Co-Captain his senior year.

“Charged by the core tenet that “the quickest road to success is helping others to succeed,” Kevin and Catalyst4Growth best serve professionals and organizations that:

Desire more growth and have reached a point where they need to refresh their sales process, client acquisition processes, and/or marketing plans.

Have plateaued in their results and need to re-evaluate their sales and client acquisition processes to take back and grow market share.

Have specific needs to address related to sales training, seminar efficiencies, communication strategies, or recruiting.

“Any of our best client relationships have been related to:

Sales Professionals that desire a more impactful marketing strategy.

RIAs and financial groups that need assistance in sales and seminar training.

Marketing Distributors of financial and insurance products needing better sales results.

Independent Broker-Dealers and Banks that are having difficulty impacting their sales teams.

Contact Kevin or one of the C4G associates today to schedule a no cost discussion to learn how partnering with Catalyst4Growth can impact your sales, marketing, and client acquisition processes. Call 813-454-0557 or Email kevin@catalyst4growth.org
Visit catalyst4growth.org to explore our vast resources and services that are already available to you.

Creating a Professional Biography Introduction Tool



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*Let's Discuss Potential
Results from the
Brochure*

Recommendations for Implementation from the Brochure

1. Distribute it with Invitations
2. Display at Events
3. Utilize for Individual Meetings
4. Encourage Sharing
5. Promote Referrals
6. Communicate with Beneficiaries



Recommendations for Implementation from the Brochure

7. Introducing New Contacts
8. Engage with COIs
9. Email Signature
10. Enhance Social Media Presence
11. Dinner Meetings and Client Events
12. Synergistic Professionals



Creating Your Own Professional Biography



CATALYST4GROWTH

1

Use Our Bio Generator: Visit our website at catalyst4growth.org, where you'll find a "Bio Generator" to assist you in outlining your Professional Bio. Watch the accompanying video presentation that discusses the importance of a compelling biography and offers examples for inspiration.

2

Read My Book: Consider reading *Get More Referrals in Less Time*, available on Amazon and Kindle. This book outlines the seven essential elements of a Professional Biography and provides space for note-taking after each section.

3

Consultation Services: Take advantage of our consultation services, where we can rewrite your Professional Biography for your review. After a second discussion, we'll finalize the content, professionally edit and format it with your branding, and provide it to you for compliance review—all for a discounted rate of \$500.

DEVELOP AND GROW WITH STUDIUM

Studium, derived from Latin for study, resonates deeply with qualities essential for success as an independent financial service representative—zeal, eagerness, pain, interest, and devotion. In an industry fraught with challenges, our mission at C4G is clear: to empower advisors personally and professionally through comprehensive support and a robust industry network.

- Defined Advisory Processes
- Referral Program Creation
- Prospecting Systems & Tools
- Professional Biography Creation
- Value Proposition Development
- Downline Recruitment

Our commitment to your growth is evident in our quarterly prospecting bonus sessions, monthly masters' webinars/calls, podcasts, full website resources and Quarterly Prospecting Calls responding to the field's demand for ongoing refinement. At C4G, we believe in proactive learning and tangible results—because true success is earned through continuous improvement and action.



New Episodes Every Wednesday!

“Getting Better Everyday!”





CATALYST4GROWTH

Thank You for Listening!



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