



PRESENTS

THE GEN-SAVVY FINANCIAL ADVISOR

The Complete Guide to Building
Trust Through Bridging
the Generational Gap



Featuring best-selling
author and expert on
generations in the marketplace,
Cam Marston

Premiering First Quarter 2017
Now Accepting Pre-Registrations – Space is Limited!

The Gen-Savvy Financial Advisor: The Complete Guide to Building Trust Through Bridging the Generational Gap is an all-new, 5-session, online training led by generational expert, columnist, speaker, blogger and best-selling author, Cam Marston, that offers today's financial service professionals a fast-track competitive edge to capturing the minds, hearts and portfolios of younger investors while taking your trust-based relationships with older, more traditional investors to the next level.

In just 5 sessions, you'll discover:

- **Key trust-builders (and trust-busters!) for all generations** — to help you quickly gain the confidence of investors who aren't like you.
- **Specific language to use** — to effectively and authentically communicate your value in a way that resonates with each generation. (And the language unknowingly used by MOST advisors that drives would-be investors away.)
- **A solid understanding of the investment needs and biases of every generation** — to help you sell more of the right products to more of the right people.
- **Networking and relationship-building techniques that work** — even with people you think you have nothing in common with.

Premiering First Quarter 2017

**Call the office of Cam Marston at 251-479-1990
for additional information and to reserve space today.**

“The way advisors do business today is going to change dramatically over the next 5 years due to regulatory changes and differences between generations. Cam’s program contains the information you need to shape your practice so that you can continue to be successful in the midst of these significant changes. This is the future.”

— **Scott Stolz, Senior Vice President,
PCG Investment Products**

“In our business the ability to communicate in a way that makes people receptive to us is mission critical. Cam’s program spelled out exactly how to position ourselves, what presentation style to use, the questions to ask and the way to ask the questions to help us gain the confidence and trust of people who don’t share our mindset, values and way of thinking. It was invaluable.”

— **Bill Propper, President,
3 Mark Financial, Inc.**