



IMPROVE YOUR FIRM'S SALES PERFORMANCE

Bring Clifton Warren to your conference, sales meeting, business planning meetings, professional development day, training sessions or select customers with one of the sales and marketing presentations below or suggest a topic:

POPULAR TOPICS

Niche Marketing: How to Identify and Penetrate Your Ideal Markets

The key to predictable growth is to market yourself to a defined group of clients who will see you as someone special.

In this presentation you will learn how to identify and select your ideal markets and develop a well thought out market action plan to generate leads and capture new business opportunities.

Cross Selling: Accelerating Growth by Doing More with Your Existing Clients

Marketing to existing customers should be a high priority. It costs between five and seven times more to obtain a new customer than to retain an existing one.

In this presentation I will show you how to develop a system to turn part-time clients into 100% full time clients by doing more business with your existing clients.

High Impact Prospecting: Turning Prospects into Clients

Finding and keeping a core group of clients is the bread and butter of any financial services business.

In this presentation you will learn how to continuously generate a sufficient number of qualified leads, get appointments, and present your services, while working within your comfort zone.

Referral Marketing: Leveraging Your Clients to Win New Ones

There is no marketing activity more effective than a proactive referral process.

In this presentation I will show you how to develop and execute a highly organised and consistent proactive marketing approach, to build an overflowing sales pipeline filled with your ideal clients.

Clifton Warren

Author, Speaker, Consultant and financial services marketing expert with over 20 year's industry experience.

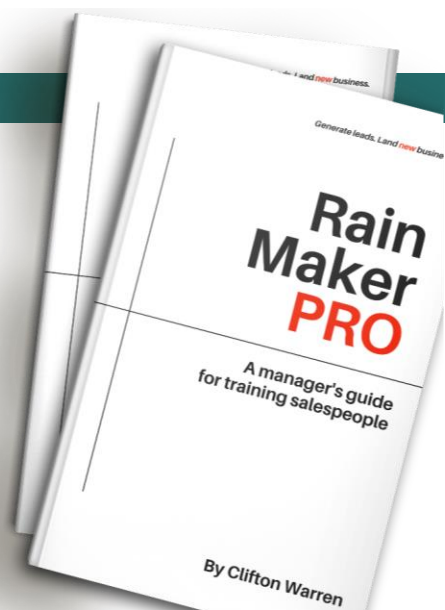
Clifton Warren, author of **Rain Maker Pro: A Managers Guide for Training Salespeople**, is a highly sought after speaker and thought leader, who is known for his ability to help professionals and leaders improve business success and build a great career.

He is the principal of Clifton Warren Consulting (www.cliftonwarren.com), a firm that works with insurance, banking and finance businesses to create growth solutions and build thriving businesses. The firm is also known for its innovative way to help businesses drive organic growth.

He has worked with hundreds of leaders and professionals from multi-nationals to solo professionals and everything in between. He regularly writes for several industry publications and produces a highly acclaimed monthly newsletter for Financial Services Marketing News.

Select List of Clients

- Author, Speaker, Consultant and financial Adroit's Group
- AUB
- AIG
- ANZIFF
- Aussie Group
- Australian Fleet Management Association
- Ausure
- Bendigo Bank
- CFA
- EBM
- Fairfax
- IAG
- IBANZ
- Liberty Financial
- Liberty Financial
- Libert International
- Merry Lynch
- State Government Victoria
- Steadfast
- Suncorp
- Sunderland Marine
- TAL
- Telstra
- Yahoo



What Clients are Saying

"When it comes to sales there are loads of people who talk a good game, Clifton actually makes things happen. The way that Clifton worked with me and my team, coaching us along the way has given us all more confidence in dealing with new business leads."

Sharon Fox-Slater
Managing Director | EBM Insurance

"Just a note to say thank you for your attendance at the AFMA/IAAA Together We Stand Conference. Your presentation on Wednesday was very informative and well received by our members."

Jacqui King

"I have very little experience in marketing. I have learnt to be positive in what I'm capable of doing. I now understand where to go to look for new business."

Bev Wright

"If you need someone to hold your hand and slap you at the same time, Clifton's your man!"

Con Nakas
Director | Homestead Financial Group

"I consider Clifton to be a strategic extension to my team, and he is liked and accepted as a member of our National Sales Force, recognised for his gentle, but no-nonsense manner, and high integrity. I am pleased to recommend Clifton for any challenges your sales team may have..."

Andrew Hadjikakou
National Sales Manager

"I would like to thank you for presenting at our conference. The emphasis on practical solutions to making the jump from product coach to trusted advisor, based on your research with our branch and regional managers was exactly what I was looking for."

Richard Forrester
Senior Manager | Bendigo Bank

"Thanks Clifton, for a very thought-provoking workshop. I leave with lots of great ideas on improvements I can make within my own agency and how we can improve cross-selling opportunities."

Gayleen Middleton
Advice Partners

The Seven Traits of Top Producing Financial Services Professionals

Sales professionals are made, not born. Top producers reached the top by learning, practising and mastering their sales skills.

In this presentation you will learn the seven traits of top producers and how you can master each of them, and achieve great results – whether you are just starting out or hoping to revitalise your career.

The Art of Marketing a Financial Services Business

Building a top performing business might not seem too complicated. In reality, it's not always easy to do.

In this presentation you will learn proven, comprehensive strategies for building your business. I'll show you the tactics that have guided successful professionals, to help you boost your career – no matter what stage you've reached, or whether you work in a large firm or on your own.

Rain Maker Pro: How to Turn Average Producers into Top Professionals

Every leader understands the importance of generating leads and landing new business.

In this presentation I will show leaders how to transform producers, who merely work, into professionals who market and sell effectively, and bring in new business. You will learn ways to overcome fear, acquire the right capabilities and build a sales culture of accountability.

KEYNOTE PRESENTATIONS

Each keynote presentation is based on extensive research of your business, the meeting audience and meeting objectives. I work with you to customize a compelling and thought-provoking program in the format most suitable for your business or conference, including

- Keynote Presentations
- Breakout Sessions or Workshops
- Panel Discussion

WORKSHOP AND SEMINAR

My workshops and seminars can range from a two-hour meeting to a full-day session.

The range of topics is broad, but here are a few popular programs:

I can deliver these programs in many formats, including an in-person meeting, webcast, teleseminar, Zoom or in another way that you choose.