800 875 2893 PH

860 687 1062 FX

THE GOODMAN SPEAKERS BUREAU

INFO@GOODMANSPEAKERSBUREAU.COM

Kenneth Unger

Ken Unger is an experienced and respected coach and trainer known throughout the financial industry for his knowledge, enthusiasm and high energy level. He is widely recognized by audiences of Financial Advisors nationwide for sharing efficient practice management strategies and effective sales and marketing ideas. As President of Million Dollar Producer, Ken creates training materials and conducts training sessions for mid to high-level Financial Advisors.

Along with his partner, Tom Gau, an active multi-million dollar producer, Ken co-created the industry's most comprehensive training website. Together they coach and train high-level producers through Million Dollar Producer's Exclusive Coaching Group and 2-Day Financial Advisor Boot Camps.

Ken is often featured and quoted in the financial media and press. He is currently a writer for MorningStar Advisor and has been quoted in various periodicals, including The Wall Street Journal. He has appeared on numerous financial television and radio shows.

Ken's new book, *The Keys to High Level Production*, has quickly become a bestseller and favorite guide for Financial Advisors. Ken is continually sought after to motivate and educate, and has been a featured, keynote or guest speaker at several hundred industry meetings and conferences. He has held over 1,000 client seminars and has provided insights and help to some of the industry's best producers.

While Ken is highly esteemed for his ability to explain everything from financial products to sales techniques with strength and clarity, he is well-known for his infectiously high energy levels. His focus and drive are not diminished after working hours are over either - in fact, Ken recently completed the Boston, New York, Los Angeles and Chicago marathons.

Ken consistently maintains the highest ethical standards, and served as a board member of the NASD (District 11 Committee). He is a graduate of Cornell University.

Most recently, three chapters in the wildly popular best seller The Tipping Point by acclaimed author Malcolm Gladwell featured .Ken Unger & Tom Gaus' customer service practices, which were used as an example of the principle of 'the tipping point'.

Speech Topics

How to Double Your Production While Working Less.

This presentation covers the actual steps Advisors can use to build a highly efficient multi-million dollar practice while working less than 3 weeks a month. During this presentation we share with representatives more than 50 proven ideas and strategies that can make them highly effective and extremely productive. This presentation given by either Tom or Ken is one that Financial Advisors continuously rate as the best presentation of any meeting they attend.

56 POQUONOCK AVE, WINDSOR, CT 06095

The Keys to High Level Production.

This presentation shares with Advisors the Keys that Million Dollar Producers need to maximize their success. It contains clear and concise relevant business strategies and information that high level producers need to operate an efficient multi-million dollar practice. During this presentation we not only uncover the keys to high level production, but we also take the audience through a step-by-step method that if followed will result in high level production. It also includes an Action Plan that helps Advisors take their practice to a higher level. This presentation is always rated as a "5 Star" performance by all attendees.

Closing Prospects Without Pressure*.*

Would you like to learn how to transition prospects to clients in an efficient and effective manner without ever applying pressure? The key to success is in establishing your credibility, building trust and being able to deliver a can't miss package of solutions. This presentation will share with you the proven techniques that S.A.V.Y.™ Financial Advisors use to insure maximum success. This session is one that Advisors have rated as the BEST SESSION at every meeting we have presented it at.

How to Capture all of Your Client's Assets Through a "Financial Check-Up".

The best way to generate a steady flow of new business is to offer clients and prospects a complete "Financial Check-Up". This presentation explains the details of how to conduct a Financial Check-Up and making sure that you are the Advisor a client wants to do business with. Representatives will learn proven methods for getting all of the information about their clients, including their tax return, estate plan, and copies of all of their financial statements! This highly rated session has created immediate opportunities and results for Advisors.

How to Justify Your Fees and Retain Your Clients in a Flat or Declining Market.

This seminar specifically addresses the issue of retaining clients when the market is either going sideways or down (as we have experienced over the last 18 months). Filled with powerful and productive ideas, it also addresses the various ways to add value not only to retain existing clients, but also to attract new clients and get more assets under management. This session includes the ten proven ways that Financial Advisors can help retain clients in this current market environment. After this presentation, representatives will be able to fully evaluate the services they provide for clients and upgrade their list so they will always be the Financial Advisor of choice for clients and prospects in any given geographic area.

The Nine Golden Rules of Marketing.

This presentation covers the 9 golden rules that representatives should use to successfully market their practice. Marketing is the art of generating client flow. During this powerful presentation representatives are shown the 9 golden rules that help establish that client flow on a regular basis. In addition to the valuable marketing advice provided, we review 15 low cost ways that representatives can successfully use immediately to expand their practice in their marketplace.

Developing an Effective Business Plan that Guarantees Your Success.

This presentation covers the specific strategies that representatives can use to develop their own functional business plan. It is the result of industry research, which helped us determine the eight essential ingredients that Financial Advisors must have in order to provide an effective and functional business plan. This presentation reviews the general rules for developing a winning business plan, provides Financial Advisors with the things to avoid, as well as the things to include. During the presentation, Financial Advisors will receive examples of not just what is necessary to develop their functional business plan, but examples of how to actually develop their plan. After this presentation, financial representatives will be able to fully develop their written business and marketing plans and dramatically increase their abilities to succeed.

How to Convert Your Practice from Commission-Based to Fee-Based.

This presentation reviews why a rep would want to convert to a fee-based practice, and then shows proven and specific steps on how to accomplish this task. During this presentation we review the actual steps that Tom Gau's firm used to convert over $500 million dollars of assets from commission-based over to fee-based in only a few months! We also include the specific script that was used and the materials that were necessary in order to implement this change.

How to Increase Your Production Through Understanding the New Tax Laws.

Many advisors are confused and often intimidated by the tax laws and therefore, do not realize that they do not have memorize all of the new tax laws in order to help their clients. Instead, they need to identify which are the most important tax laws that will help their clients. This content-packed presentation reviews and explains the six most important new tax laws that will help their reps increase their production and assist their clients with reducing their income taxes. It will provide your Advisors with information their competition does not know or share with clients and prospects.

Utilizing a Junior Representative to Increase Your Production.

This presentation covers how a branch can create a stronger environment. It reviews the actual steps and plan necessary to maximize the production and efficiency of the branch, while providing the specific steps and techniques necessary to determine what business is appropriate to transfer to a Junior Representative. It also gives details on how to delegate more responsibilities to your staff. During this presentation, representatives will get the information necessary to determine if they should have a Junior Representative, as well as a full business plan on how to utilize a Junior Representative. Also discussed are the important terms necessary for a proper work contract between you and this Junior Representative, as well as the strategies that we have used to transfer hundreds of accounts over to Junior Representatives.

How to Increase Your Production Through Use of the Stretch IRA.

This presentation first covers the specific steps and the technical tax laws necessary to establish an Inherited IRA properly. It then trains representatives on how we utilize this subject as a marketing tool in order to get in front of highly qualified prospects. After this presentation, representatives will understand the steps necessary in order to retain the client's assets for 50 years or longer!

How to Increase Your Production Through the use of Advanced Retirement Strategies.

This presentation will cover the new tax laws that were finalized in 2002. It will show Financial Advisors how they can use knowledge of these new tax laws to attract as well as keep "A" clients in today's environment. Most of these strategies are those that are aimed at high-level and high net-worth clients. By reviewing these strategies with both existing clients and prospects, Financial Advisors can separate and differentiate their practices from other advisors in the area. These are strategies that most Financial Advisors do not understand, and therefore, are not currently using with their clients. They will allow financial representatives to obtain and attract wealthy clients. We can and will also customize a presentation for your group or meeting.