

YOU DON'T REALLY KNOW IT IF ...

Forrest Wallace Cato, IFLA

You may not be aware that one of the most brilliant business and life coaching talents of all time resides in **Princeton, New Jersey!**

I've known and worked with such legends in this specialty as **Lew Nason, Clyde Bedell, Norman Vincent Peale, Charles "Tremendous" Jones, Allan W. Altmann, W. Clement Stone, Napoleon Hill, Zig Ziglar, Brian Tracy, the Kinder Brothers, Elmer Wheeler, Claude M. Bristol, Frank Bettger, Og Mandino, Harvey McKay, Joe Girard, Ben Feldman, Les Brown, Jack Canfield, Mehdi Fakharzadeh,** and other greats.

I do not know all of the great business and life coaches. But, I have most likely been paid to work for more of them than any other person on earth. Every day is exciting for me because of the people for whom I have the honor to work. All of them are earning fortunes by well-serving their clients.

I have not been paid one cent from the super-talent I am about to identify and recommend to you. I do not work for him. I have never worked for him. I *"discovered"* him when he appeared as a guest speaker at the renowned **Insurance Pro Shop®**. He immediately became their *"presenter with the highest audience ratings"* and their *"most asked-back speaker."*

His name is **Sandy Schussel**. **Schussel** started out as an attorney and discovered that his passion was for teaching people how to get and keep great clients. His years of courtroom polish are evident when he is at the podium. **Lew Nason** says, *"Sandy Schussel has an uncanny gift for placing his mind-channel parallel to yours. Despite the size of his audiences he makes you feel that he is talking only to you. Few others can do this. Sandy Schussel is building an exemplary career amassing proof of helping professionals achieve. If you require ROI from your money and effort spent on improving your sales, then he's your man."*

If you want immediate proof of what an exceptional talent **Sandy Schussel** is then go to his web site. The Internet makes some wonderful opportunities possible for you today.

One is your ability to find short video clips of his work with financial planners and insurance agents. (Recorded at the *'Trusted Adviser Success Training'*, Boot Camp) You'll find these under the *"For Groups"* tab on his web site <http://sandyschussel.com> or at <http://vimeo.com/sandyschussel>.

The second opportunity is quick-and-free access to **Schussel's** Blog writings under the *"Blog"* tab on his site. His writings reveal his brilliance. He has *"killer titles"* like: **Handle Objections By Giving Up Your Need To Be Right, Failing On Purpose, Ditch Your E-Mail Approach, Start With Your End In Mind,** and other gems.

Schussel knows how to attract your attention, maintain your interest, and stimulate your reading to the last word. His material is all original and exclusive and I have never known him to rehash the *"same-old stuff"* as so many others do. Don't expect him to tell you once again, like so many so-called **'gurus'** do, to: *"Isolate the objection and cover it."* Or to: *"Plan your work and work your plan."*

If you check this guy out I think you will be as impressed as I am. And you will most likely want to subscribe to his free newsletter."

You Don't Really Know It If You Can't Write It!

Sandy Schussel grabbed my attention when, during a recent conversation in which he said to me: *"Wally, any person doesn't really know it, if he or she can't write about it."*

As I often do when I meet a leading super-achiever, I asked him to elaborate.

"If you know your field, you can talk about it, and write about it, in a way that is uniquely yours," he replied. *"Even if you're not a writer, you could do what people like insurance sales legend Mehdi Farkazadeh does, and dictate your thoughts to someone or get professional ghost-writing help."*

Sandy Schussel continued, *"You cannot 'fast talk' or spout clichés and jargon and somehow think this fools people. Whether they're clients or prospects, they will not believe you know your stuff unless it's uniquely yours."*

"Not everyone is a writer," he explained, *"but if you couldn't write anything sensible about your specialty that wasn't just a rehash of someone else's thinking, you don't know your field."*

"The first thing I want to know when I'm talking with a financial or insurance professional," Schussel continued, "is whether he or she has a specialty and strong opinions about it."

Are You Aware Of What You Don't Know?

During my conversation with **Schussel**, we talked about the fact that some producers who claim to have specialties don't know what they don't know about their field. *"It is an ongoing challenge to become aware of what you don't know,"* he told me.

"Most people consider thinking about what they don't know bothersome--and even unpleasant. So they ignore it." **Schussel** said.

"You can't keep ignoring this!" he added. *"You can't steal someone else's intellectual property and put your name on it and pretend you wrote it. You can't steal it by re-writing it, as that will eventually blow-up on you. You have to learn enough about one subject to have your own thoughts about it."*

"And that means," Schussel continued, "that you have to be reading about your special area all the time. If you don't, your lack of knowledge and your lack of up-to-date awareness will show up. If you're looking for better clients, you'll find that fewer of them will want you as their financial planner or as their insurance agent if they think you are just another typical agent or planner. You can only fool today's more sophisticated prospects and clients for a limited time. The people you want to do business with and have money will also be more intelligent and well read. So you must be prepared for them. Worthy clients will certainly require, expect, and even demand a professional who knows his field and has strong and definite opinions. The professionals who outsell you in your market area most likely produce and reference more written and scholarly work on their specialty than you do."

What Must You Always Do First?

Sandy Schussel explains, *"What are you selling first and foremost? You are selling you. You are selling your name. You are selling your image. You are selling your brand. Yet most advisors do not have a personal image brand. Of course they find it difficult to sell with no established name or image in their market areas."*

Consistent with what he preaches, **Schussel** is the author of two books, **THE HIGH DIVING BOARD: How To Overcome Your Fears and Live Your Dreams** and **BECOME A CLIENT MAGNET - 27 Strategies to Boost Your Client Attraction Factor**. Both are available on his web site at <http://sandyschussel.com>. He has also created a 9 - session audio program on Mastering Client Referrals that is incredibly low priced for the information he provides.

Who Is This Guy Anyway?

As I mentioned, **Sandy Schussel** started out as lawyer -- first in his own practice, and later as the "rainmaker" for a firm in which he was one of the partners.

"I practiced for fifteen years and learned two important factors about myself," he told me. *"First, that I didn't really enjoy practicing law, and secondly, that what I really loved was 'selling' services, and teaching others how to do it."*

In 1992, he started and won a year-long battle with colon cancer but that left him totally disabled for nearly a year. Having survived that, he decided that life was too short to be spending so much of it doing work that did not give him fulfillment.

Schussel turned his love of sales and marketing into a speaking, training, and coaching business, which quickly led him to an industry that sorely needed his help: the financial and insurance industry. He became licensed to sell life insurance and variable products and worked in the field to learn the challenges advisors and producers face every day. To satisfy larger broker dealers, he earned his FINRA Series 6, 63, 7 and 24 licenses. Eventually, he was asked to serve as the national sales training director for a mid-sized financial brokerage and insurance company - a position he held for most of the 13 years he has been working with planners and producers.

Now, his time is devoted exclusively to helping individuals and their firms achieve greater success in their chosen profession. He documents their progress.



Sandy Schussel, Speaker, Coach and Author of **BECOME A CLIENT MAGNET** and **THE HIGH DIVING BOARD** ...As a business and life coach and trainer, Sandy helps you to attract and keep your clients. Listen and integrate the simple messages he presents, and your business or practice will reach new heights of success. Sandy's individual coaching programs are specifically for those individuals who are committed to dramatically increasing their results in life, both personally and professionally - professionals who say what it is that they are going to do and then follow through. Coaching with Sandy is not for the faint of heart! Sandy can be reached at 888-289-5551 [About Sandy](#)

Schussel is happy to consult with individual producers who want more clients or better clients, sharper focus, and better time management. But he has also provided sales, marketing, and practice management training for producers who have become

principals of larger organizations, and for regional branches of major insurance companies and broker-dealers.

While he doesn't generally provide free coaching consultations, a little known secret is that he often waives his initial consultation fee on request, and will spend up to two-hour helping someone who has the courage to ask.

When he's on his feet at the front of a room full of producers, though, is where he shines. Like the greats I mentioned at the beginning of this article, **Sandy Schussel** is the *"real deal."*



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