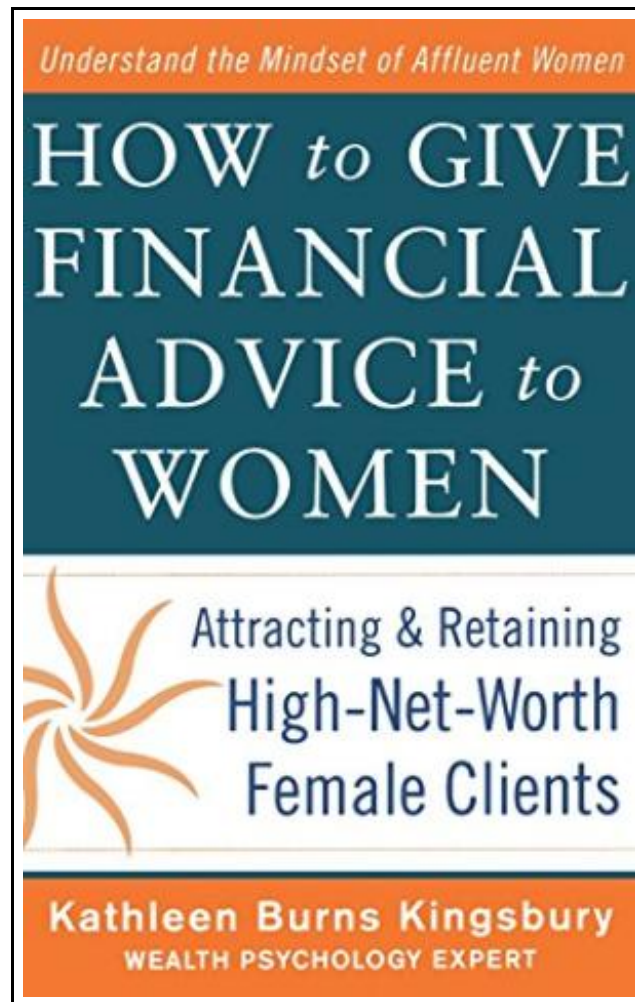


How to Give Financial Advice to Women Attracting and Retaining High-Net Worth Female Clients



Filesize: 2.62 MB

Reviews

Merely no phrases to describe. Better then never, though i am quite late in start reading this one. Its been written in an extremely easy way which is merely following i finished reading this publication through which in fact transformed me, change the way in my opinion.

(Pedro Renner)

HOW TO GIVE FINANCIAL ADVICE TO WOMEN ATTRACTING AND RETAINING HIGH-NET WORTH FEMALE CLIENTS



McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.1in. x 6.0in. x 1.1in. YOUR ONE-STOP HANDBOOK FOR CONNECTING WITH AFFLUENT FEMALE INVESTORS How to Give Financial Advice to Women is full of specific and useful suggestions to help financial advisors serve female clients more effectively. A great addition to any financial planners professional bookshelf. -- Rick Kahler, CFP, coauthor of Conscious Finance and The Financial Wisdom of Ebenezer Scrooge Finally a comprehensive answer to Freuds famous question, What do women really want--at least when it comes to financial advice. . . . A must-read manual for financial advisors on how to work authentically and appreciatively with women. -- Eleanor Blayney, CFP, President, Directions for Women, CFP Board Consumer Advocate How to Give Financial Advice to Women arrives perfectly timed for advisors seeking guidance with the changing landscape of modern financial management. Addressing the dramatic rise of women in business, investing, and wealth, Kathleen Kingsbury clearly articulates how advisors can and need to understand the perspectives of female clients. Every advisor should read this book and learn these skills. -- Jim Grubman, PhD, FamilyWealth Consulting About the Book: During the next several decades, women will inherit approximately 28. 7 trillion in assets and will need good financial guidance to manage their increasing wealth. The problem is that two-thirds of women dont trust financial advisors. Even if you are the best at what you do, a female client will pass you over if you cant effectively communicate and establish a trusting relationship with her. How to Give Financial Advice to Women is your one-stop handbook for connecting with affluent female investors. Written by a wealth psychology expert with over 20 years of experience coaching women, this practical book helps you understand the wants and needs of affluent female clients and shows you...



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