



Fall 2011 Keystone Club Topics

- 1. CREATING HEALTHY HABITS WITH AN OUTLOOK OF OPPORTUNITIES – INTERNAL EXAMINATION OF OUR BELIEFS, PERCEPTIONS, BEHAVIORS AND ATTITUDES**
- 2. CONNECTING WITH CUSTOMERS, PROSPECTS AND CLIENTS – BUILDING BOTTOMLESS RAPPORT**
- 3. DISCOVERING AND UNCOVERING BUYING MOTIVES – QUALIFYING THROUGH QUESTIONS WITH QUALITY**
- 4. CONFIRMING AND AFFIRMING PARTS OF THE PROPOSAL PUZZLE – SIGNING OFF BEFORE PRESENTING.**
- 5. CLOSING THE SALE, WINNING THE BUSINESS AND GOING TO THE BANK; MAINTAINING THE BUSINESS AND SUSTAINING THE CLIENT – KEEPING THE ACCOUNT AND THE COMPETITION OUT**
- 6. SETTING GOALS AND MAKING QUOTAS – INTRODUCING THE NEW YOU**