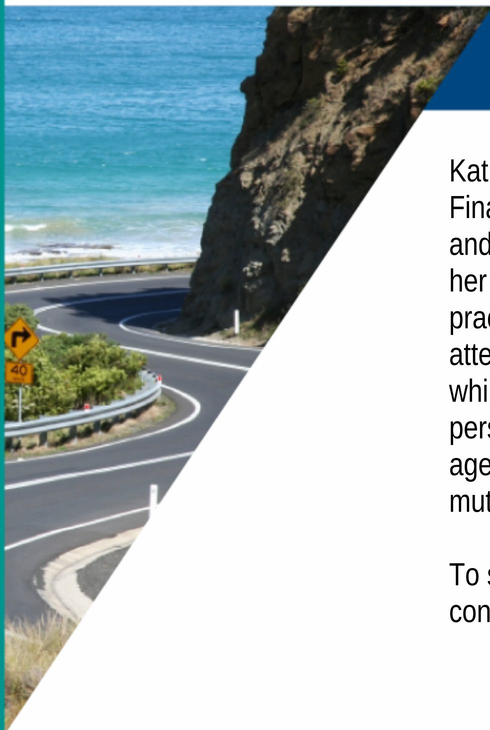
# Katherine Vessenes, JD, CFP®, RFC
# Seminars and Programs



Katherine Vessenes, president of Vestment Advisors, is an attorney, Certified Financial Planner™, columnist, author, and popular platform speaker on legal and ethical issues facing the securities industry. As a speaker, she is known for her entertaining style and practical suggestions for building and protecting a practice, while making it more fun and profitable. Her informative programs help attendees build marketing-friendly communications and long-term client relations, while avoiding regulatory pitfalls. Katherine's presentations encompass her personal experience in the financial services industry as a stockbroker, insurance agent, investment adviser, and legal counsel to one of the country's largest mutual fund groups.

To schedule any of these presentations for your company or organization, please contact Erin Williams at 952-401-1045.

## Marketing and Sales Presentations

### The No-Sell Sale™ System

The closing ratios of most "Superstar Financial Advisors" (those making more than a million dollars a year) is staggering - 80 to 95%.  Discover what successful advisors are doing to create an easy, effortless sale. In this session, everyone from the newest advisor to the most experienced veteran will learn solid strategies for getting and keeping more business. Half-day workshops include the practical points and
the process used to transform the average financial advisor's practice into a superstar.

*Presentation available in one-hour, two-hour, and half-day formats.*

For more information call **952-401-1045** or
visit **www.VestmentAdvisors.com**

VESTMENT ADVISORS

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# Seminars and Programs

### Superstar Marketing

Discover what “Superstar Financial Advisors” (those making more than a million dollars a year) are doing to build their businesses, and how your advisors can use the same systems to increase their revenues. This program can qualify for CE credits by including an optional section on the compliance risks and pitfalls with each system.

*Presentation available in one-hour format.*

## Practice Management Presentations

### Turning Average Advisors into Superstars

After coaching dozens of advisors making more than a million dollars a year, Katherine discovered a system for turning ordinary advisors into extraordinary “Superstars”. Learn the process that moved a $200K advisor to $1.2 million – in just one year. This seminar is the basis of her new book, *Building Your Multimillion-Dollar Practice*.

*Presentation available in one-hour, two-hour, and half-day formats.*

### How To Lose a Million Dollars!

Even big producers make big mistakes. Join Katherine as she shares a little known secret - big producers (those making more than a million a year) have sometimes lost up to a $1 million or more. Katherine will delve into the imprudent marketing mistakes these big name advisors have made, and how your advisors can avoid them. Learn how some firms have made the wrong technology decisions that have cost them millions and, more important, what you can do to avoid their errors.

*Presentation available in one-hour format.*

### Using Your Unique Abilities to Improve Performance

In this session, Katherine will help attendees identify their strengths, avoid their weaknesses and build a business around "light lifting" (activities that are easy to perform yet bring extraordinary results). Discover how the superstars use these techniques to dramatically increase their income and stretch their time.

*Presentation available in one-hour format.*



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## Incentive Plans That Work

A well-designed employee incentive program can dramatically improve your firm's bottom line and keep your most important asset, your employees, happy. Discover the system Vestment Advisors has used with numerous top financial advisors to build firm value and maintain a happy, healthy corporate morale.

*Presentation available in one-hour format.*

## Marketing Compliance and Ethics Presentations (Qualify for CE Credits)

### Variable Annuities from an Attorney's Perspective/Why this Attorney Likes Variable Annuities

Variable annuities, a great investment has gotten such a bad reputation, some advisors are scared to sell it. Find out when a VA is appropriate, and when it is not. How some firms got into trouble selling them and how you can avoid their mistakes. Also included: 10 reasons Katherine likes VA s and 10 steps for safe selling any investment. This presentation has been so popular, one company booked 12 in one year.

*Presentation available in one-hour and two-hour formats.*

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### 9 Ways To Make Your Clients Fall In Love With You and Never Sue For Divorce

It is far easier and less expensive to retain happy, satisfied clients than to continually seek new ones. Attendees will learn how to build a practice, meet clients' spoken and unspoken expectations, and to communicate with clients in ways that build trust.

*Presentation available in one-hour and two-hour formats.*

### A Marketing Approach to Avoiding Litigation

Turn the unhappy client from possibly becoming a courtroom disaster into a business asset. This seminar can reduce litigation by 90% and improve production dramatically.

*Presentation available in one-hour and two-hour formats.*

### Your Free Stay-out-of-Jail Pass

Even the big boys can, and do get into trouble. Learn the top 11 ways multimillion-dollar advisors are leaving themselves open to lawsuits and regulatory sanctions. Find out what you can do to stay out of jail and avoid regulators peeking into your drawers. Katherine includes many stories and practical suggestions for making your office a safer place to work.

*Presentation available in one-hour and two-hour formats.*

### How to Bullet Proof Your Office From an SEC Audit

Learn what examiners look for in an audit, and the best ways to organize your records and documents to get the examiner out of your office quickly.

*Presentation available in one-hour and two-hour formats.*

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## New Marketing and Sales Presentations

### From Success to SUPERSTAR! 6 Keys to being a Superstar with the No Sell Sale™

After coaching dozens of advisors making more than a million dollars a year, Katherine Vessenes, president of Vestment Advisors, discovered a system, the No Sell Sale™, for turning successful advisors into "Superstar" advisors.  Learn the process that moved a $200k advisor to $1.2 million - in just one year. This seminar is the basis of her new book Building your Multi-Million-Dollar Practice. Katherine is a nationally recognized financial industry speaker, author and columnist who is featured regularly in numerous publications such as Financial Planning Magazine, Advising Boomers Magazine and Horsesmouth.com.

*Presentation available in two-hour and half-day formats.*

### Staffing to Accelerate Growth

Your staff can be the key to your success in business. During this session Katherine will introduce you to a system that can help you get the right person in the right job. She will also show you how to use your staff and a "Client Service Manager" to support your No Sell Sale™ and make working with your clients easier and more profitable for you. Additionally, she will show you how you can provide incentive for your staff using compensation programs that work.

What advisors should be able to do after leaving this session:

- Know a tool to use to make better hires
- Know what and how to delegate to staff
- Know how to use a client service manager
- Know how to compensate staff with incentives

*Presentation available in one-hour and two-hour formats.*

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**Protect your Clients, Protect Your Practice: Identity Theft**
Discover why your firm could be a treasure trove for the unscrupulous who want to steal your client's identities. You are much more exposed than you think, Identity theft is the fastest growing white collar crime. Every year, millions of people have their identity and their assets stolen. Discover how to protect your client's valuable information and protect your practice at the same time. Learn 5 techniques that can reduce your risk of exposure and help protect your own personal assets as well as those of your clients.

*Presentation available in one-hour and two-hour formats.*