



Mitch Anthony

Moving From ROI to ROL

The Return On Life™ approach and accompanying keynote, developed by industry leader Mitch Anthony, addresses the two major dilemmas experienced by many top advisors: (1) work/life balance and (2) compensation.

The existing value propositions of recommending financial products and providing financial planning and asset management are all undergoing rapid commoditization. It is becoming increasingly difficult for advisors to differentiate themselves in a crowded, "me too" marketplace. The one value proposition that transcends becoming a commodity is the one that enables advisors to sell their wisdom, experience and insights. The hallmark of this new way of thinking is the unique manner in which success is measured, Return On Life™. Audience members will walk away with a stronger understanding of this new model as well as answers to the following questions:

- What is the next great value proposition that clients will be willing to pay for?
- How do you change the perception you created as a product or process vendor?
- How do you speak to what matters most to your clients?
- How do you build a business model that is good for everyone involved: you, your client and your organization?

Mitch Anthony's talks are engaging, informative and will change the way you and your clients think about their financial futures.

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