

Help to grow your life insurance business.



Maribeth Kuzmeski, PhD
President, Red Zone

Join **Midland National** and **Red Zone Marketing** for a three-part series on attracting and securing new clients, prospecting, and generating new referrals. One webinar each month could help shape the way you approach growing your business.

Register for all three today!

Red Zone Marketing® specializes in helping financial professionals grow their businesses. Their clientele includes professionals across the country at the top of their game, including producers managing client assets of over \$1+ billion.

JANUARY:

Virtual prospecting secrets for attracting and securing new clients

Gain insights and recent case studies on how financial professionals are using virtual marketing strategies to help attract new clients and close more sales. Based on current academic-level research done with financial professionals, this engaging presentation is filled with real examples of what some of the most successful are doing and what is working to attract and win new business.

- Find out which marketing strategies are generating the best prospects
- Learn what's working to prepare and host a virtual prospect meeting
- Use simple strategies for improving your video presence
- Uncover softer-side closing strategies that help get your prospect to say "yes" while in a virtual meeting

Date: **January 12, 2021**

Time: **11:00 a.m. (Central time)**

Register now

FEBRUARY:

Attracting your best clients through referrals

Learn which messaging and strategies are generating referrals and personal introductions right now.

- Find out how Red Zone's top agents are generating unsolicited referrals
- Learn Red Zone's proven methods for asking for referrals based in purpose (not sales-focused)
- Get tips for addressing referrals on the phone, in email, and through follow up strategies

Date: **February 18, 2021**

Time: **11:00 a.m. (Central time)**

Register now

MARCH:

Game-changing strategic alliances: tactics from successful million-dollar producers for cultivating professional referrals

Gain immediate ideas for helping to change your success in converting CPAs, attorneys, and other professionals into potential lucrative referral sources for your business. Based on nine case studies of successful alliance partnerships, this presentation will share the methods and principles that are truly working to create game-changing alliances.

Date: **March 18, 2021**

Time: **11:00 a.m. (Central time)**

Register now

Look for even more webinars throughout the year as Midland National brings you additional marketing focused content to help build awareness and set your business apart.

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