



**THE ESTATE PLANNING COUNCIL  
OF SUFFOLK COUNTY, INC.**

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**Please Join Us**

**How to Become a Master Rainmaker**

**Date and Time:**

Wed. October 21, 2020  
5pm – 6:30pm EST

**Location:**

ZOOM  
(LINK SOON)

**Speaker Information**

Glenn Mattson

Sandler Training/Mattson Enterprise Inc.  
1727 Veterans Memorial Highway, Islandia, NY 11749  
Office: 631-726-3537

You have a strategy for developing business opportunities, steps that usually start with a needs analysis which eventually leads to a presentation. And your prospects also have a strategy for controlling the process. What happens when the two strategies collide? You and the prospect “dance” around the situation making complementary moves. Whether you close the prospect at the end of the dance is ultimately decided by who leads the dance. Don’t be left standing alone on the “dance floor.”

Join Glenn for an enlightening view into the secrets of the buyer-seller relationship and why the traditional strategy doesn’t work. You will walk away with concepts and strategies that will enable you take control of the client development process and position your meetings as an honest exchange of meaningful information among equals to qualify prospects and make recommendations that will...

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