

## [Cetera Connect2Peers 2024](#)

Learn tips, best practices, and proven techniques to maximize client relationships and build your business.

### **Join Sandro Forte at Connect2Peers**

Creating a World Class Client Experience

**Wednesday, July 17, 1:15 p.m.**

**Lincoln CDE**

**Why You Should Attend**

Sandro will focus on the key steps to exponential growth within your practice, including:

- The 'Killer Question': How to understand each client's expectations and create a bespoke proposition.
- How to get more business from each existing client review meeting.
- How to upsell, down-sell and cross-sell.
- How to create an experience which leads to reputational excellence, increases brand awareness, and builds greater business value.

### **Meet Security Benefit**

We'd love to visit with you onsite. We will be in the exhibit area and available to discuss additional opportunities to help your clients *To and Through Retirement*®.

### **Meet Sandro Forte**

**Top Financial Advisor | Professional Speaker | Author**

#### **Dynamic | Innovative | Creative**

Sandro Forte is a Certified Speaking Professional and one of the United Kingdom's most recognized advisers, with more than 40 industry awards to his name, including Top UK adviser. He represents the interests of some of the UK's wealthiest and highest profile sports stars, celebrities, and business owners, with all new inquires coming through personal introduction from existing clients or other professionals. He is also the author of the best-selling book *Dare To Be Different*.

## **Related Resources**

- [Sales Help](#)
- [Get Appointed](#)
- [Sales Materials](#)

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