

# Building a Prime Practice

## Course Outline

The **Building a Prime Practice Learning Program** is designed to accelerate your success as a financial advisor.

Unlike most training programs which are usually just events, this program is loaded with practical information and activities that will keep you coming back for more. It is a program that provides you with the knowledge, information and processes that you need to do your job every day.

Building a Prime Practice is a training regimen, it is reference library and it is a resource for material that you will use over and over again.

**UNIT One - The Core Four** covers the **external** drivers of a practice.

These four external drivers include:

- Client Acquisition
- Client Management
- Sales System
- Case Development

The **Core Four** is about how to find and attract new clients, interact with them and grow your bottom line.

**UNIT Two - The Infrastructure Four** covers the **internal** drivers of a practice.

- Time Management
- Communication
- Education
- Financial Management

The **Infrastructure Four** strengthens the skill necessary to efficiently focus on revenue producing activities, freeing the time needed to effectively grow your practice.