

## **Title: Assume the Ready Position**

What might we learn from tennis as it relates to your follow-up conversations? There is a position in tennis. Feet are hip distance apart. Knees are bent. It's called the "ready position," as the player is ready to move in any direction.

You can practice the "ready position" in every follow-up conversation with a prospective client.

It requires maintaining a state of equanimity - being grounded, even-keeled. There are three 3 C's of equanimity: **Calm. Confident. Curious.**

- First, be calm no matter how difficult the objection.
- Second, be confident. It is very unlikely the person you are speaking to knows more about financial matters than you do.
- Third, be curious. Ask thoughtful questions driven by genuine interest. Instead of thinking, what can I say to look smart? Think, what can I ask to learn more?

Assume the "ready position" and practice the 3 C's of equanimity - calm, confident, curious - to help you increasingly convert your follow-up conversations into first meetings.

- End of Recording -

## **DISCLOSURE**

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