

HAVE THE BEST FIRST MEETINGS EVER

# IGNITE: POWERFUL CONNECTIONS

---

The fundamental success requirement of an advisor is your ability to generate powerful relationships in a short amount of time. If that's not daunting enough, you have to do it in a business climate of skepticism, restrictive compliance, and high competition. That's why we built IGNITE.

---

## THE PROBLEM

*Elevator Pitches* fail and leave everyone feeling awkward and unprepared.

Sales meetings are engineered against you, rather than for you.

Clients are busy wondering what they are being sold and when it's going to happen.

All of this needs to stop, and when you change it, you immediately stand out from the market. You're no longer obscured as a commodity.

IGNITE helps you ensure prospects and clients absolutely see how you're different than everyone else in the market. Then it sets you up as the obvious right choice.

## HERE'S WHAT ADVISORS ARE SAYING:

*"My business has never been the same."*

*"I didn't think that my first meetings could be this powerful."*

*"Why weren't we taught this when we started in the business?!"*

*"It's amazing how a few small but critical shifts have changed my production."*



---

## HOW WE HELP

IGNITE helps you ensure prospects and clients absolutely see how you're different than everyone else in the market. Then it sets you up as the obvious right choice.

---

## WHAT YOU'LL GET

You'll finally be equipped with:

- A 4 Decision System™ that will guide all your actions with current and potential clients
- A battle-proven way to confidently answer the question, "What do you do?"
- An Approach Talk™ that will pull you out of the commodity trap, and result in a clear engagement decision by the wealth holder
- Clear language that will show your potential client, why they should become a client for life
- An Engagement Agreement that will accelerate the opportunity forward

## HOW WE DO IT

IGNITE is delivered as an online program, available 7 days a week, 24 hours a day in our digital learning center. It is self-paced and uses video, transcripts, quizzes, handouts and reference documents to ensure you have more than just a cursory understanding of collaboration; you'll have practical confidence.

Our team is ready to address specific questions, encourage you and support you as you complete the online course of study.

## ACCESS THE PROGRAM

- Online — Legacy's convenient online learning platform
- Digital Live — Highly interactive and engaging sessions delivered by webinar
- On Demand Live — Delivered live in a classroom environment for face-to-face interaction

The program includes a 1-year license to use Legacy's web-based application and program Intellectual Property



PO BOX 737  
MARSHFIELD, MA 02050  
781-740-0033

ALL RIGHTS RESERVED  
© 2017 THE LEGACY  
COMPANIES, LLC

THINK-LEGACY.COM