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# **Scott West And Mitch Anthony Set Your Clients Story And Storyselling For Financial Advisors**

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Scott West And Mitch Anthony If you want to get results, start connecting with the right side of the brain. Mitch Anthony's most popular presentation is based on the bestselling book he coauthored with Scott West, *StorySelling for Financial Advisors*. As successful financial services professionals know, it's all about making human connections—and it takes more than mathematical, selling, and organizational skills to make those connections. *Storyselling | Mitch Anthony In Storyselling for Financial Advisors*, authors Scott West and Mitch Anthony explain how to make these intuitive connections, and they outline understandable and practical strategies that any

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