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Mitch Anthony, published by Kaplan Publishing (2000) and StorySelling Revisited: How Top Advisors Persuade, by Scott West and Mitch Anthony, published by Insights Press (2018). Used with permission.

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Mitch Anthony's most popular presentation is based on the bestselling book he coauthored with Scott West, StorySelling for Financial Advisors. As

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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**

Storyselling for Financial Advisors by



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Scott West and Mitch Anthony. I remember reading this book one afternoon and not being able to put it down. I always knew that stories are some of the most powerful marketing tools we have, but I always struggled using them to relate to financial services.

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## **Top 10 Best Books for Financial Advisors (2020)**

Storyselling for Financial Advisors: How Top Producers Sell 256. by Scott West, Mitch Anthony. Hardcover (New Edition) \$ 30.00. ... Learn what makes a client trust you to be their financial advisor. Put the power of story telling into selling financial products.

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## **Storyselling for Financial Advisors: How Top Producers ...**

Storyselling for financial advisors : how top producers sell by Scott West, Mitch Anthony, January 12, 2000, Kaplan Business edition, Hardcover in English

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