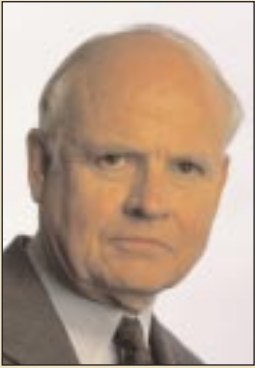


DRAMATICALLY INCREASE YOUR PRODUCTIVITY BY 20% TO 50%!

The Broyles
TOP PRODUCER
SYSTEM



YOUR KEY TO DEVELOPING CLIENT RELATIONSHIPS



The Broyles TOP PRODUCER[®] S Y S T E M

Boost Production, Assets, New Accounts!

Phil Broyles is the Chairman of Top Producer and the creative force behind The Broyles Top Producer System. Hailed as the Securities Industry's leading expert on advisor productivity, Phil has personally instructed over 10,000 financial professionals across the nation, and another 20,000 have benefited from his award-winning self-study program.

The Broyles Top Producer System is a complete self-study program with a proven record for increasing production. The system is built upon the ten "habits of success" distilled from the highest-performing top producers in the securities industry. You learn how to:

- Create Your Vision
- Set Achievable Goals and Take Action Daily
- Target Qualified Prospects
- Discover the Client's Needs
- Make 25+ Contacts Every Day
- Hold 20+ In-Person Meetings Every Month
- Present Solutions and Ask for 12+ Commitments Every Day
- Conduct 2 Campaigns Every Week
- Ask for 3+ Referrals Every Day and Build Your Network
- Earn 100% of Your Clients' Business

Nothing is left to chance. You receive everything you need, including the best letters to send, the best questions to ask, the best way to lead your in-person meetings, the best proposals to use, and much more.

What Advisors Have to Say ...

"Broyles' goal-setting techniques were essential to my becoming a million dollar producer."

"Boy, what a great decision! My gross increased from the mid \$200s four years ago, to a personal high of \$530k. This also meant a First Vice Presidency at my firm."

"I recommend that every advisor take this course."

"The war stories are great! It really helps to hear what other advisors are doing and what works in real life situations."

"The ideas on referrals are wonderful...a client gave me his whole database of contacts."

"I am absolutely using the system! The 25 contacts a day is where it really makes a difference."

"I'm so focused now; it doesn't feel like work. Two things really helped me: campaigns and taking power breaks."

"Top Producer helps me formalize what I need to do to develop my practice and how to be focused and persistent. I have five months in the business and I have already produced \$8.5 million in assets and a great pipeline."

Your Key to Developing Client Relationships

From day one, you will begin to see positive results.

Why spend your time creating the tools you need? We've already done it for you. In addition to the written materials, you receive:



CD ROM with Powerful, Proven Sales Aids including:



Marketing Tools that are carefully tested resources you can use right away to leverage your results—monthly goals worksheets, telecharts, prospecting tools, meeting agendas, presentation aids and sample proposals.



Power Letters are Top Producer's collection of nearly 40 letters to help you in your efforts in prospecting, referral generation, financial checkups, general client communications and more.



Audio CDs that feature Phil Broyles and Joe Leadem discussing the principles of the program supplemented with real-life examples and stories. You'll be compelled to listen to these over and over again to help reinforce the "habits of success."

These tools work well with your firm's resources to fill in any gaps in your marketing plan.

12 months of follow-up — Top Producer is with you every step of the way.

Short-term results are not enough—we are committed to your long-term success. To derive the maximum benefit from this system, you receive 12 months of follow-up:



Up to three follow-up telephone calls from Top Producer's coaches to make sure you are up and running with the system, to answer any questions, and to keep you focused on the behaviors that will translate into increased production



Three follow-up CDs and one year of e-mail messages providing access to Top Producer's latest sales tools, marketing ideas and success stories



Top Producer Hotline that provides you with lifetime access to business development coaches who will respond to your needs and questions

You supply the drive to achieve. *The Broyles Top Producer System* supplies the habits of success.

What do advisors think of The Broyles Top Producer System? A recent survey revealed the following results:

“The Top Producer discipline: 25 contacts a day/ask for 12 commitments/ask for 3 referrals, is the very key to my business. Referrals are great. I have a new \$6 million dollar client. Top Producer has re-energized me! It helps me stay disciplined.”

“Since I began using Top Producer effectively, my contacts have increased to 20 a day, due to better time organization. Having a meaningful phone approach definitely helps, as well.”

“The overall Top Producer program helped to keep me focused. I had my best month ever with \$25K gross. Then I had my best week ever, when I landed an \$8 million dollar client I had dripped on for almost a year. Focus is the key!”

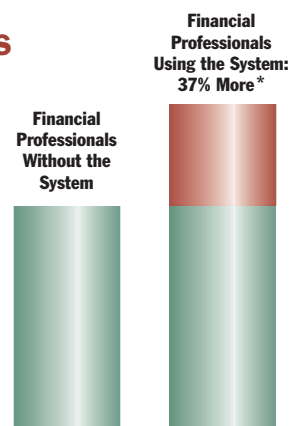
“I am making 30 contacts per day and I am asking for between 3-5 referrals per day. The thing that has really worked for me is the Goals Worksheet. It keeps me focused and makes my goals more attainable. I used to think I would never get there, but the Goals Worksheet and the 25/12/3 really make it happen!”

“I’m getting such an influx of referrals that I can’t follow up! I’m in line for the Executive Club, I just got \$300,000 from a referral and I’m working on a \$1.2 million deal from another referral!”

Proven Success

Adds 37% to Gross Commissions.

* At a major investment firm, 200 financial professionals using Broyles’ techniques outpaced those who didn’t by generating 37% more in gross commissions over an extended test period.



You Should Expect a Jump in Production

“The Top Producer System is really worthwhile. I am doing the drill and things are happening. I just landed a \$6 million dollar client from a letter campaign.”

“The Goals Worksheet keeps me focused. I am currently exceeding my goals! My goal was \$30 million in assets by the end of this year.”

“I use The Top Producer System every day and I keep my goals on my bathroom mirror. This is my first month and I’m at \$500,000 in assets now and only halfway through the month! I’m getting one sale for every three appointments. My success is definitely attributable to Top Producer!”

“The Top Producer System turns everything into an activity; nothing is a chore.”

Look at What You Get:

- Over 400 pages of the latest insights, ideas, and methodologies for maximizing your business, assets and new accounts.
- CDs featuring commentary from Phil Broyles and Joe Leadem that enhance the written materials
- Marketing tools to help you build a marketing plan that gets results
- Follow up CDs • Personal coaching calls • E-mail updates

Enrollment Information: Call Top Producer at 800/486-6002 to ask about tuition rates.

No-Risk Guarantee: The Broyles Top Producer System comes with a 100% money-back guarantee. The risk is ours! Examine The Broyles Top Producer System for 15 days—determine for yourself its quality and usefulness. If you are not 100% convinced that it can result in a substantial increase in your production and effectiveness as a professional, simply return the materials, in original condition, for a full refund ... no questions asked.

Don't be satisfied with getting by. Give yourself the green light for maximum success. Satisfaction guaranteed!