# ADVISORCON 2023 ACCENDA All-Star Edition | Austin, TX

BILL GOOD. MARKETING



## DAY 1 SESSIONS - OCT 5. 2023

At AdvisorCon 2023, you'll have the opportunity to learn from the best in the business. These legends will share their processes with you, outlining the exact steps and actions they take in different areas to ensure success every time. These processes will cover topics like client engagement, becoming the sole provider, client and strategic partner referrals, running a more efficient business, team training and development, prospecting, time management, and selling. By attending this conference, you'll gain unparalleled access to the daily practices of successful advisors that you can implement in your own work. We highly recommend bringing at least one team member with you to maximize the benefits of this experience. Additionally, all processes will be thoroughly documented both digitally and on paper, ensuring that you don't miss a single step or action.

8:30 AM | Check-in & Mingle

9:00 AM | Welcome & Introductions



9:10 AM | Next-Gen Processes
Incorporating Modern Technology into Your Business
Frantz Widmaier

10:00 AM | 10-Minute Break



**10:10 AM | Southern Hospitality**Processes for Building the Trusted-Advisor Relationship
Ray Dunlap

11:00 AM | 10-Minute Break



11:10 AM | The Prospector's Secret Weapon
The Top Two Processes to Boost Your Prospecting
Bryan Sarff

12:00 PM | 1-Hour Break For Lunch





1:00 PM | Find the Money
How to Grow Your Business While Transitioning Your Business
Rob Rose

### 1:50 PM | 10-Minute Break



2:00 PM | Twice the Gain, Half the Pain
Three Processes for Doubling Your Business AND Working Half as Much
John Halterman

#### 2:50 PM | 10-Minute Break



**3:00 PM | Secrets of the System Manager** Creating Your Own Processes Michele Tellstone

#### 3:50 PM | 10-Minute Break



**4:00 PM | What's Working Now**The Complete Sales Process from A to Z
Matt Hicken & Tony Parmenter

#### 4:50 PM | Adjourn



**5:00 PM | Cocktail Party**Join us for social hour and networking with other Gorillas!
All Attendees

9:00 AM | Welcome & Recap



**9:10 AM | Financial First Responders**The Most Important Processes to Grow in Any Market Rhonda Ferguson & Scott Ferguson

10:00 AM | 10-Minute Break



10:10 AM | Maximizing Your Value
Processes That Make You Worth More than \$1500 an Hour
Ed Blumenthal

11:00 AM | 10-Minute Break



11:10 AM | The Iceberg
Three Back-Office Processes for Front-Office Results
Barbara Hudock

12:00 PM | 30-Minute Break For Lunch



**12:30 PM | Secrets of a Superstar Salesman**A Complete List of 2% Changes That Lead to 100% More Growth Chad Henry

1:20 PM | 10-Minute Break



1:30 PM | Processing Your Way to Sales Success Unleashing Your Maximum Sales Potential Bill Good

2:30 PM | Adjourn