



ADVISORCON 2023

AGENDA

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.

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

DAY 1 SESSIONS - OCT 5, 2023



1:00 PM | Ch-Ch-Ch-Changes

How to Grow Through Transitions
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 Best Practices for Closing New Business Today
Connor Kamp, Tony Parmenter, and Matt Hicken

4:50 PM | Adjourn



5:00 PM | Cocktail Party

Join us for social hour and networking with other Gorillas!
All Attendees

DAY 2 SESSIONS - OCT 6, 2023



8:00 AM | Bonus Breakfast Presentation

The Good Way to Write a Book
Jenny Widmaier & Matthew Bailey

9:00 AM | Welcome & Recap



9:10 AM | The Iceberg

Three Back-Office Processes for Front-Office Results
Barbara Hudock

10:00 AM | 10-Minute Break



10:10 AM | Maximizing Your Value

The Processes That Help You Do More, Be More, and Get More
Ed Blumenthal

11:00 AM | 10-Minute Break



11:10 AM | Financial First Responders

The Most Important Processes to Grow in Any Market
Rhonda & Scott Ferguson

12:00 PM | 30-Minute Break for Lunch

Enjoy one last chance to swap ideas, compare notes, and make future plans with both the speakers and your fellow attendees.



DAY 2 SESSIONS - OCT 6. 2023



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 | Optimizing the Writing Process

How to Write More, Better, Faster
Bill Good

2:30 PM | Adjourn