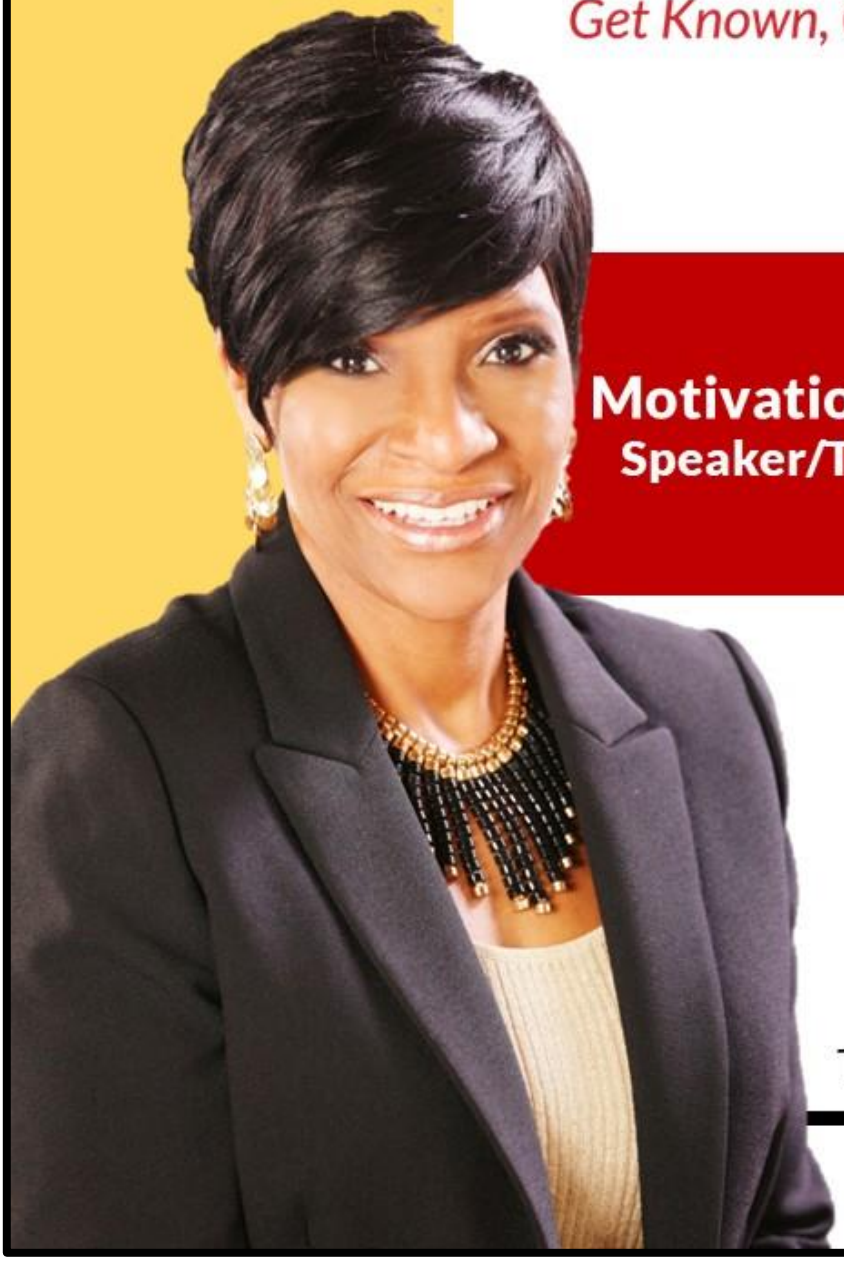
TONI HARRIS TAYLOR

The Turnaround Queen™

drastic steps™ MARKETING

Get Known, Get Connected, Get Paid!



Motivational Marketing & Sales

Speaker/Trainer ★ Coach ★ Author

(281) 783-4021

Toni@ToniHarrisTaylor.com

Toni's Most Popular Programs

Sales and Marketing

The 50+ Formula – A Proven System to Attract the Senior Market

Baby boomers are retiring at a rate of about 10,000 per day - which means your marketing efforts need to speak to this huge segment of the population that desperately needs your services! Boomers aged 50+ are entering a huge transition period, from saver to spender, which means they're hot and eager to buy right now and need education for their financial future. Your services mean the difference between financial insecurity and comfortably living out their years.

In this talk, your advisors and agents will discover:

- ★ How to be laser focused in targeting your baby boomer prospects… spend less time in front of non-qualified prospects and get more leads, better prospects and bigger sales!
- ★ How to effortlessly and consistently fill your business with clients withOUT boring marketing that robs you of personality.
- ★ How to use the M.A.G.I.C.A.L. sales conversation method that easily turns prospects into clients.
- ★ How to establish yourself as the go-to family advisor to create a legacy for multiple generations (which means increasing your sales and creating a book of clients that trust you implicitly).
- ★ How to become the trusted expert for widow/widower clients who are experiencing a difficult life transition (and how to set them up for financial success no matter what).

Speak More to Sell More --
Magnetically Attract More Clients and Stand Out for Drastic Results!

I have bad news…financial professionals are missing the boat! The good news is that this program will bring the boat back to shore. Here's the deal, speaking is the #1 way to fill the prospecting pipeline with new, quality, HOT prospects. And it's NOT the stress creating your own workshops, filling the seats, providing food or spending money. It is creating a plan and program to speak in front of your target audience, with a compelling message at THEIR organizations and meetings.

In this talk, your advisors and agents will discover:

- ★ How smart advisors/agents use speaking as their #1 prospecting tool instead of cold calling and begging for referrals.
- ★ How to release technical speak and structure your talk to get more appointments that stick!
- ★ How to speak without the stress of planning workshops, filling seats and no shows (without spending any money and make more money).
- ★ How to locate and book speaking gigs in front of the right audiences without having to send out one invitation!
- ★ How to implement strategies that fill your calendar with quality, motivated appointments on the spot!

Is Your Networking Not Working?
Relationship Strategies to Turn Your Contacts to Contracts

Successful entrepreneurs take drastic steps to get connected and stay connected. Whether you are connecting online or offline, this session discusses the "must do's in order to create lasting relationships to grow your businesses. In this session, you learn the art of establishing real connections through networking and the tools and strategies to stay connected.

In this talk, your advisors and agents will discover:

- ★ How to determine your target market for laser focus networking.
- ★ How to build relationships through networking to create referral partners.
- ★ How to use technology tools such as email and social media to follow up and stay connected.
- ★ How to implement follow up strategies that turn your contacts into contracts.

Leadership

Close the Gap! Attracting and Retaining Women for Drastic Results!

In many American households, women are the financial decision makers for the family. In fact, in a survey, 56% of women state they share in the financial decisions and 41% say they make the decisions alone. Yet women are sorely underrepresented in the financial services industry, despite what they can offer to firms and clients alike.

In this session, you'll discover:

- ★ How to attract the right women onto your team to build your firm's client base and increase your revenue.
- ★ How to capitalize on women's innate ability to nurture and build relationships (which is an essential piece of the puzzle that many of your competitors are missing).
- ★ How to create a female-friendly environment that attracts and retains high achieving performers (it's easier than you think).
- ★ How men & women approach leadership roles differently and how you can prepare the women on your team for successful leadership.

Cultivating the African American Market for Drastic Results!

African Americans spend $1.1 trillion dollars a year, but how much are they saving and investing? The answer is clearly not enough. Part of the issue is there are not enough African American agents and managers who target the African American community. In this session, we discuss how agents and managers who are not African American (and those who are), can reach this target market to grow their customer base and their agent pool.

In this session, agents and managers will discover:

- ★ How to locate qualified, motivated prospects for African American customers and recruits.
- ★ How to establish rapport and common ground to build relationships that stick.
- ★ How to reach African American women who are instrumental in the buying decisions for their family.
- ★ How to avoid the pitfalls that turn off the African American prospects and how to turn us on for success.

Social Media

Facebook – The Ultimate Prospecting Machine
10 Tips to Turn Contacts into Clients

Facebook is not just a place to play. It is a great place to establish and build real relationships that you cannot do in LinkedIn. This topic discusses why managers and financial advisors, should use the social media giant as a prospecting tool to connect with their clients and prospects. In this session, the audience learns the Top 10 Tips to become famous using Facebook without the Compliance gods coming after you.

Some of the takeaways are:

- How to use Facebook to stay on top of your clients and network and proactively their needs before they contact you.
- How to look for prospecting clues among your friends (open your eyes to see how your friends' personal business can help yours).
- How to increase your friends by hundreds even thousands! (It's easier than you think).
- How to showcase your expertise using Facebook without violating Compliance guidelines.

Motivation

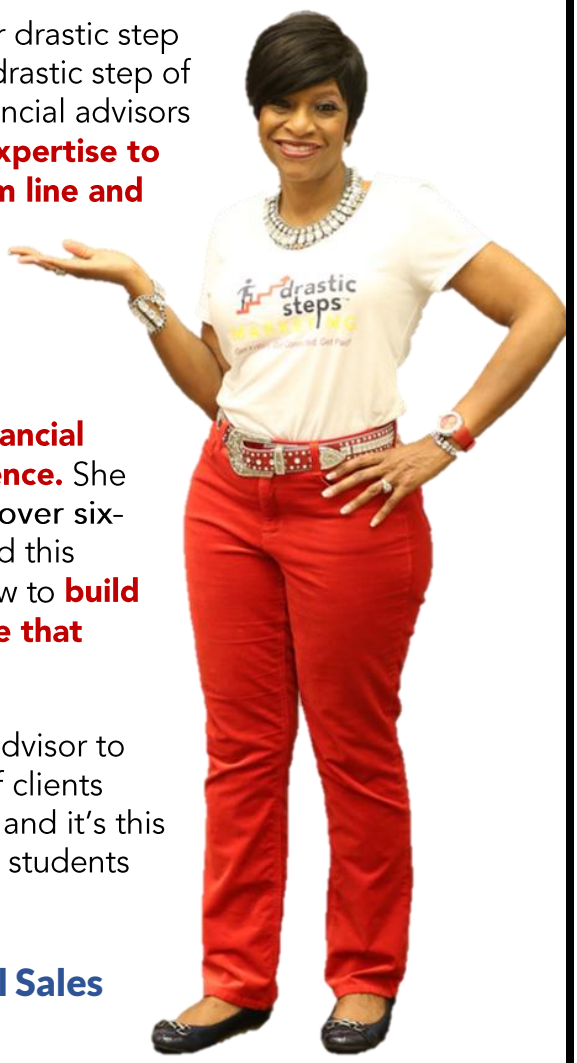
Keep on Stepping and Selling When Life is Crazy to Get Drastic Results!

Life today is full of many challenges. Maintaining a work/life balance can be one of the biggest. Many times, when we have personal challenges, they affect our ability to perform and be effective in our sales. Using her real-world experiences, Toni shows financial professionals how to implement practical steps to maintain a balance between work and life so that they remain productive and increase their sales even when life is crazy! The audience will take away:

- ★ How to keep moving forward no matter what.
- ★ How to show up when you don't feel like it.
- ★ How to ask for help without feeling desperate or needy.
- ★ How to say yes less without feeling guilty and diminishing your value.
- ★ How to get the support you need to hold you accountable to your goals even when your management does not have time.

Who is Toni Harris Taylor?

Successful people take drastic steps, period! – Toni Harris Taylor



Toni Harris Taylor's story is full of drastic steps - from her drastic step into financial services as an inexperienced agent to her drastic step of building her own coaching practice where she helps financial advisors build their businesses - **Toni has built a business and expertise to help her clients stay the course, increase their bottom line and build a sustainable business.**

From $0 to six-figures with no investment or sales experience

Toni's first drastic step comes when she **entered the financial services industry with no investment or sales experience.** She was able to qualify for five sales conferences and **made over six-figures with no high school diploma**. She accomplished this through sheer tenacity and force of will - discovering how to **build relationships and sell products and services to people that truly needed them.**

From this, Toni discovered how to become the trusted advisor to not only her clients, but her clients' families. Her book of clients grew to include multiple households in the same family, and it's this relationship-building ability she brings to her clients and students today.

First Associate District Manager and National Sales Trainer

Toni was the first associate district manager for her company, AIG VALIC, a position that was created for her because of her leadership and sales ability. She rose to the occasion, eventually taking a position as a National Sales Trainer where she coached and trained over 300 advisors.

This experience helped Toni not only hone her sales expertise even more but develop her leadership skills. **With her sales training experience, she began to understand the unique challenges that face the financial industry** in regard to compliance, marketing, and sales… and to **teach her clients and audiences how to handle those challenges while still closing more sales than ever.**

Inspiration and Motivation to Sell

After her time as National Sales Trainer, Toni began to desire more interaction with her clients. As a Marketing & Sales Coach, she's able to work more intensely with clients to help them achieve the goals they set for themselves. As much of this work involves mindset, Toni has discovered **the role that inspiration and motivation plays in achieving sales goals, and has tailored her programs to meet that need in her clients.**

Because she has seen firsthand the struggles that financial professionals face, Toni's desire is that every financial sales professional that starts a business achieves the greatness they are destined to create. It's a privilege for her to play a role in their success.

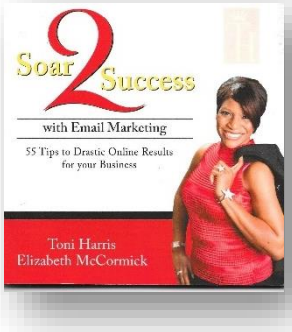
Stepping Out of Your Comfort Zone

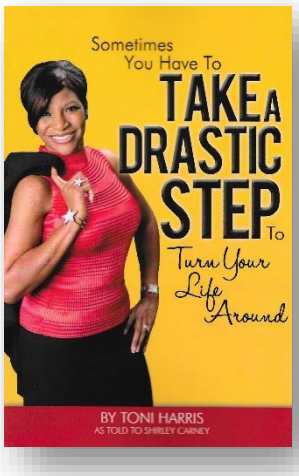
Drastic steps are often necessary to move you beyond your comfort zone and into where you will experience the most growth. Toni has experienced this firsthand in her personal life, with a college career that started much later than her peers, a divorce that ruined her financially, the deaths of her ex-husband and second husband, and surviving a 10-day coma after which she had to learn to walk again. (And still achieved the best financial year in her business.)

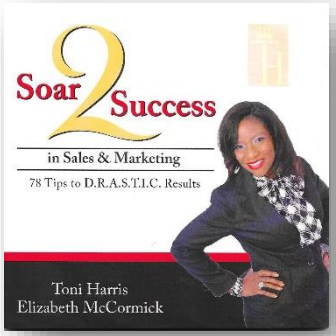
Toni has spoken in over 30 states and twice in Canada… and even on a cruise ship! She's won several awards including the Constant Contact Rookie of the Year, and the Constant Contact leadership award, and was named a national Small Business Influencer. Toni is a contributing marketing writer to Advisor Today and Insurance News magazine. She is currently serving as president of the Women in Insurance and Financial Services Houston Aspiring Chapter.

Toni believes that **anybody can achieve their goals by taking drastic steps, getting out of their comfort zone, and moving past their fear.** She considers it her calling to help you do just that.

Author of three books…







Top 5 Reasons to Hire Toni Harris Taylor

Real-world stories that inspire action helps your audience understand their customers to serve them better

1 **Toni's presentation is not a boring PowerPoint with just facts and bullets.** Toni brings a wide variety of experience - from her rocky entry into financial services to her $50,000 paycheck, to her experience as an under-insured two-time widow. **Toni uses these experiences to encourage, motivate and inspire groups to effect positive changes in their clients' lives.**

Toni doesn't give you quips and quotes. Toni has a unique way of mixing motivation + marketing. Toni interviews your leadership to understand your desired outcomes**. Your audience is guaranteed to get content that is customized to your expectations along with action steps for implementation.**

"Toni Harris Taylor is a dynamic speaker! *Toni challenged and* ***encouraged the attendees to take the action steps necessary*** *to achieve goals and to be accountable for the outcome and her approach was very inspiring, motivational, and at times personal and transparent." --D. Smith, Training Manager AIG VALIC*

Actionable strategies will help your organization's members build relationships and increase sales

2 When Toni was an advisor, the **majority of her clients were over age 50. She learned to build relationships with not only the client, but also with their family to become the advisor to multiple households.**

Toni's strategies for relationship building **will help your group connect with their prospects and increase their close rate.** Toni shows your audience how to build the relationship using know, like, and trust factors with their clients. These strategies come straight from Toni's experience - no theory or guesswork involved!

Toni's proven strategies get results. Her coaching clients are taking drastic steps and making more money, period. Because Toni's message also deals with mindset, the audience is moved to do something different and take action that drastically increases their sales.

"I want to tell you about a drastic step I took a few weeks ago that got ***me paid $9,000 commission and I would not have had the courage to take if I had not been working with you.*** *" -- T. Sellers, Financial Advisor*

Teaching that caters to the unique sales and marketing needs of the financial industry

3 Let's face it, compliance is a beast! **Toni understands the sales and marketing challenges that advisors and managers experience when building their businesses** in the midst of compliance and governmental regulations. She can help your advisors to navigate the noise. Also, as a commission- based entrepreneur for over 25 years, Toni **understands the ups and downs of sales and easily relates directly to your audience's challenges.**

"Toni didn't disappoint. She was articulate and exuberant. She shared some of her life stories which moved everyone in the room. We've never had this kind of 'successful' interaction before Toni! ***If you're looking for a 'GREAT' speaker, someone who will keep your attention from beginning to end and teach you great lessons at the same time, then look for Toni Harris Taylor*** *- The Turnaround Queen. You will not be disappointed."* – Lynn, WIFS Attendee

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Down-market experience means your audience gets REAL strategies that work - not fluff

4 As an African-American female who didn't know anything about money or investing, who started in a down market, and broken recruiting promises, Toni took drastic steps to become a top advisor. She not only survived but thrived to be a 5-time conference qualifier and to create the Associate District Manager program. She later became a National Sales Trainer and Coach for over 300 advisors.

This means **your audience will receive only proven strategies that have worked in the worst economy this country has seen in decades**. If you're looking for real, actionable help for your audience, Toni knows exactly what to teach.

"A mentor is someone that helps you get where you want to go. ***Toni helped me to launch my financial advisor career and I truly believe I wouldn't be where I am without her influence and guidance.****". -- C. Goodell, Brokerage Director, MassMutual Life, NAIFA YAT Member, Jacksonville, FL*

Toni is more than a speaker - she motivates, inspires, and interacts with her audience.

5 **The best way to get results is to have a plan** - a plan that Toni helps your audience create during her presentation. Her content will leave your audience **with the confidence to take the steps they need to increase their sales**.

Plus, Toni doesn't just speak and run. She will interact with the audience before, during and after the engagement, even **offering follow up strategy sessions to make sure all their questions are answered.** Need an additional breakout or workshop speaker? Since Toni's already at the event, **you can book her on more than one stage at no additional cost.**

"Toni gave me the confidence (and the swift kick) that I needed to realize that I didn't have to settle for my situations; *but rather, that I control them. She is my sounding board for important decisions and I know that she will always give me* ***the guidance I need to stay on track, further my career and improve the life I'm building for myself*** *and my family." -- Amber G., Financial Advisor*

Service Offerings

- ★ Keynote
- ★ Breakout Session
- ★ Workshop
- ★ Coaching & Training Programs
- ★ Sponsored Speaker & Spokesperson
  (deliver speeches, videos, sound bites, you name it on your company's behalf in front of your ideal target audience to drive business to your company)

For availability contact

Toni Harris Taylor, 281.783.4021

Toni@ToniHarrisTaylor.com

Board Member affiliations

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