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Clients want a financial professional who demonstrates:

- A desire to know them and understand their dreams as well as concerns.
- Consistent, proactive communication, short-term and long-term.
- A willingness to always listen and help make well-thought-out decisions.
- An attitude of counsel, service, and empathy.

Use your heart as much as your head. Try to put yourself in your client's place and consider how they are thinking and feeling. Empathy goes a long way.

<u>Click Here</u> to download the Lincoln Financial Group Tips for Personalizing Every Communication.

We are happy to help or answer your questions. Contact Jeff, Eleanor, of Frank for more information. 1/16/23, 8:51 PM

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