



The Game of Numbers

Nick Murray

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The Game of Numbers Details

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Author : Nick Murray

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From Reader Review The Game of Numbers for online ebook

Montgojt says

Greatest Prospecting Book ever written. Period.

Steve Thomasma says

This is the best book I have ever read on prospecting. It is written for Financial professionals, but anyone in sales would benefit from reading this. Fantastic!

Aaron Sloan says

Great read, really enjoyed it. Took me a little while to get through the whole thing because I got distracted with other books. However, I'm looking forward to reading some of the other books that Murray has written.

Jason Green says

I really liked the Belief and Behavior sections of this book. This book is targeting specifically at financial advisors (it says so in the sub title). It is a very philosophical approach to prospecting. For instance, as a financial advisor, it is our job to have conversations with our clients that are not easy and that our clients often times do not want to have. But if we do not have them, then we will not know if our clients' plans are adequate. No one wants to be the advisor who didn't do enough for a client who died prematurely and left his family unprotected. So we have a responsibility to have those conversations. But we don't get those clients unless we prospect. So we have a responsibility to prospect and get in front of people.

I found the Endurance section to un-applicable to my situation. My firm does a phenomenal job of setting minimum standards for prospecting as well as for recording activity. But I do understand his premise.

Brian says

Anything by Nick Murray is fantastic. Perhaps spoiled by two of his other seminal works, I was pleased by not blown away by this volume. The second half of the book was more valuable than the first. Though, to be fair, I'm sure it's human nature to try to use the invisible hand wave at the psychological elements of prospecting.

I recommend this to any financial advisor.

Johnny Nuanes says

Excellent book for any financial advisor at any stage of their financial practice. Nick shares similar thoughts as myself on what a financial planner should look like. It should always be about the clients needs first and foremost.

I recommend every person considering getting into this industry to pick up a copy of this book. It is a great investment to the success of your practice.

Jason Riemens says

This is an excellent book that's motto is analogous to Nike's "Just Do It." It basically challenges you to face your fear of prospecting because no matter the shape, form, or script you use - you cannot fail if you do not stop. It helps the reader realize that "no" is not rejection. This is - as the book attests to - the **how-to-not-stop-prospecting book**. There are plenty of people out there that need insurance and financial services and if you persist - *due to the law of large numbers* - you will be successful (by virtually anybody's standards).

It may make some corporate trainers cringe at its assertion that it does not matter what you say or to even whom, as long as it is an activity which creates the possibility that another human being will respond directly to it - and to you, right here, right now. But, the book expounds upon this assertion, which is what makes it a must read for those in the insurance or financial services industry (or anyone who prospects for that matter). I think the majority of readers will look at prospecting in a completely new light upon completion.

Jason Riemens

Dave Carruth says

3.5 stars

Mark says

Incredibly profound book where the author has the experience and ability to convey clear and concise ideas of how to be successful in any sales position.

Dwight Larkins, Sr. says

This book will help me tremendously. Articulate and thought provoking. The bottom line.....Don't stop Prospecting!

Connie says

This should be every financial advisor's bible. Even those with established practices will learn new ways to invigorate their business. Nick Murray has hints of Jack Canfield in him too!

Alexis says

Best book I've read so far for financial advisors. I can't unsee these truths!

Rob says

Very good book, though not as good as his others I've read. That's partly because this one is a bit more narrow. The full focus is really toward financial planners, and this is one that I would generally not recommend if one isn't a financial planner.

Holly Vipond says

So much to say about this book so I'll keep it simple: if you are building a financial planning practice you need to buy this, read it, and put it into practice immediately. There is an incredible amount of wisdom in these pages.

Mr. V says

Very easy read yet very poignant. This is the first book anyone should read when starting a new sales career. It is directed at financial advisors but the points made are relevant to any sales position
