



## 2019 MDRT Global Conference e-Handout Material

**Title:** Building Your Book of Business Through Value

**Speaker:** David Meltzer

**Presentation Date:** Monday: September 2, 2019

**Presentation Time:** 3:00p.m. - 4:00p.m.

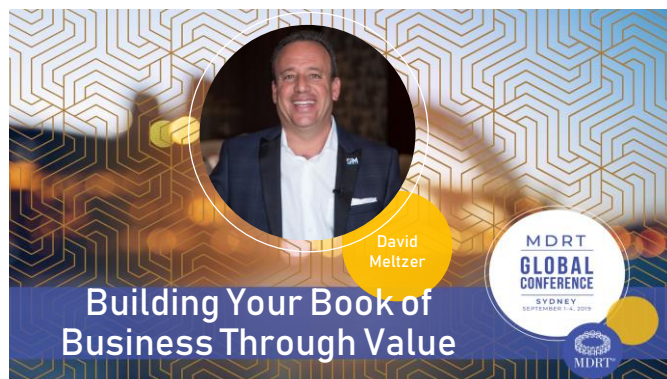
**Session Room:** ICC - Darling Harbour Theatre

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**Empathy**

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**Accountability**

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**Effective Communication**

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## The Law of GOYA

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## The 100/20 Rule

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## Giving and Receiving Values

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## Needs of the Ego

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## The Meaning of Money

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## The Five to Thrive System

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**Example of Thrivation: Apple**

**Be a Student of Your Calendar**

**"Be kind to your future self"**

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