



Michelle J Nisbet
Financial Associate
michelle.nisbet@thrivent.com

701 Xenia Ave S Ste 550
Golden Valley, MN 55416
763-746-3153
Cell: 612-201-4234
Fax: 763-595-9424

Dear Brian,

March 20, 2014

Thank you for the opportunity to share my overwhelming excitement to be part of your Town Planner calendar. My enthusiasm for the calendar began when I first received the calendar at my residence in Maple Grove. After looking through the calendar, I knew this was a route I wanted to pursue for business.

As a financial planner, much of my business growth is through referrals and networking. Although, I also knew a marketing avenue for branding purposes is needed. This is where your Town Planner calendar, in my mind, would be a perfect fit.

After meeting with you and learning about the mass distribution channel of the calendar to every resident in Maple Grove, MN., the ability to exclusively own the financial planning space in the calendar, and truly being seen every day by those using the calendar, I knew this would be a wise investment.

The part of your sales process that I truly appreciate is your desire to learn about your clients business and how they are trying to use the calendar for marketing purposes. Through this process, you helped me to add an additional aspect to the calendar by advertising financial education sessions on the calendar date. This is truly an added bonus and I am looking forward to seeing how many of my education session participants attended due to the Town Planner.

To date, the Town Planner advertising has generated one new client and 15 new leads from the sweepstakes and on-line entry cards.

As a first year sponsor, I am very thankful and excited about the future opportunities the Town Planner will bring to my practice. I also want to compliment you on your relationship selling skills and not making this a transactional sale. You truly care about your calendar sponsors and want to help them grow their business through the Town Planner.

Best Regards,

Michelle Nisbet

Thrivent Financial

Financial Strategies for what you value most.



Michelle J Nisbet, MBA
Financial Representative
michelle.nisbet@thrivent.com

6499 Sycamore Court North
Maple Grove, MN

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