

ANDY WIMBERLY

THE DISCOVERY PROCESS

Program builds passion and profits

With our assistance, Andy Wimberly, a financial advisor from Jackson Mississippi, created a program called *The Discovery Process*, which he says has increased both his passion and his profits.

“I used to just sell life insurance, but now I am really making a difference in people’s lives. Instead of focusing on our products and services, I act as a coach by asking questions and by telling stories. *The Discovery Process* gives my clients greater clarity and direction, and helps them take charge of their lives, their businesses, and their finances.”

Andy says his process has helped him develop deeper relationships with his clients, and ironically, sell more products and services.

“Instead of rates of return, we concentrate on rates of contentment. I spend a lot of time helping my clients achieve greater happiness in their life. By coaching them through a series of exercises, I get to know them better and build a greater level of trust. As a result, 90% of my program members do all of their financial work with us, and they don’t complain about our fees or costs.”

With the success of his program, Andy is very excited about the future.

“I’m never going to retire. I hope to keep doing this process until the day I die. I am very grateful that Bill Bishop and his team at BIG helped me develop a step-by-step process to do what I love and get paid for it.”



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