



[www.finkainc.com](http://www.finkainc.com)

# Finka Jerkovic

Author, Speaker, Coach

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## SHORT BIO

Finka Jerkovic is an author, podcaster, business development coach, and expert in shifting the sales mindset.

Her best-selling book 'Sell From Love' and upcoming new release 'Transformational Selling: A Playbook for Financial Professionals: 8 Habits to grow your business and deepen client relationships, while keeping your integrity intact!' are here to challenge the status quo of selling.

She's on a mission to teach financial service sales teams and leaders how to shift from transactional to transformational selling, so they can retain and grow business, deepen client relationships, and sell with ease and integrity.

## LONG BIO

Where do you turn when you need to sell to succeed, but don't feel successful, or comfortable, selling?

With 25 years' sales experience in the financial world, a best-selling author, podcaster, business development coach, and an expert shifting the sales mindset. Now she's on a mission to teach financial sales teams and leaders how to shift from transactional to transformational selling, so they can retain and grow business, deepen client relationships, and sell with ease and integrity.

Finka's first book, *Sell From Love: Love Yourself, Love your Client, Love your Offer*, hit the Best Seller List and was selected as a Hot New Release by Amazon.

Finka continues to challenge status quo selling in her new book, *Transformational Selling: A Playbook for Financial Professionals - 8 Habits to grow your business and deepen client relationships, while keeping your integrity intact!*

Backed by science, stories, statistics, and wisdom, Finka guides financial advisors, sales teams, and their companies to transform the way they sell, improving their results without compromising purpose, people, or profit.

Finka Jerkovic is a Certified Professional Co-Active Coach, Fascinate Certified Advisor, and certified in Hardiness Resilience Gauge, EQ-I 2.0 and EQ 360 assessments. She holds a certificate in Mastering Sales program at Northwestern University - Kellogg School of Management



## PHOTOS

CLICK TO DOWNLOAD



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## PAST PODCAST INTERVIEWS

Check out podcasts Finka has been featured on as a guest [here](#).

### SAMPLE INTERVIEW TOPICS

- ✓ Don't get left behind: 5 Trends to retain your competitive edge
- ✓ Total Value Package: The 3 value propositions you are always selling
- ✓ Close the Sales Gap: Stop selling transactions and start fulfilling transformations
- ✓ SELL is not a bad four-letter word. Learn to Sell From Love with your integrity intact.
- ✓ The Top 5 selling blind spots holding you back from more profit, clients, and impact.

## SELL FROM LOVE PODCAST



In each episode, Certified Professional Co-Active Coach Finka will teaches coaches, consultants and advisors how to earn more PROFIT, reach more CLIENTS and make a bigger IMPACT without compromising your value.

The SELL FROM LOVE three-step framework is inspired by abundance, love, and compassion; it's looking for the right connections while ensuring self-expression and contribution. Follow us every Tuesday to SELL FROM LOVE.

Check out the podcast [here](#) or on your favorite podcast player.

# BOOKS: SELL FROM LOVE

**#1 Amazon Hot New Release and Bestseller in Sales & Selling - November 2020.**

Selling can be uncomfortable, uneasy, and at times awkward.

Traditional, always be closing, crushing quota methods only add to the pushy, icky discomfort of selling.

But it doesn't have to be that way.

Selling doesn't require pressure tactics, false urgency, shameless self-promotion, or mosquito-style persistence. This type of selling emerges from fear. It's self-centric, limiting, and transactional.

*Sell From Love* is the other way. It's the better way.

*Sell From Love* is a three-step framework that is inspired by authenticity, empathy, and purpose. When you sell from love, you will shift from transactional selling to transformational selling.

*Sell From Love* will teach you how to:

- use your unique gifts, talents, and expertise to build a business you love.
- confidently navigate through selling fears, uncertainties, and doubt.
- magnetically attract clients, promote with integrity, and sell with ease.
- naturally close sales and find more purpose and meaning in your work.

*Sell From Love* will help you get clients without compromising who you are, what you're selling or who you're selling to. You will learn how to love yourself, love your client, and love your offer so you can earn more money, expand your reach, and make a bigger impact with integrity, courage, and love.

Grab your copy [here](#)



## READER REVIEWS FOR SELL FROM LOVE

**"This book absolutely transformed the way I approach selling and marketing."**

Jennifer Loudon, best-selling author of *Why Bother? Discover the Desire for What's Next*

**"Sell From Love helps us see ourselves with the capacity--even the responsibility--to make a truly positive impact on the people and communities we love."**

Tara McMullin, founder of What Works

**"This is a read right now book! This book will revitalize you, and your business – as love does! Prepare to be transformed!"**

Janet Lee, CEO and founder The Story Co.

# **BOOKS: TRANSFORMATIONAL SELLING: A PLAYBOOK FOR FINANCIAL PROFESSIONALS.**

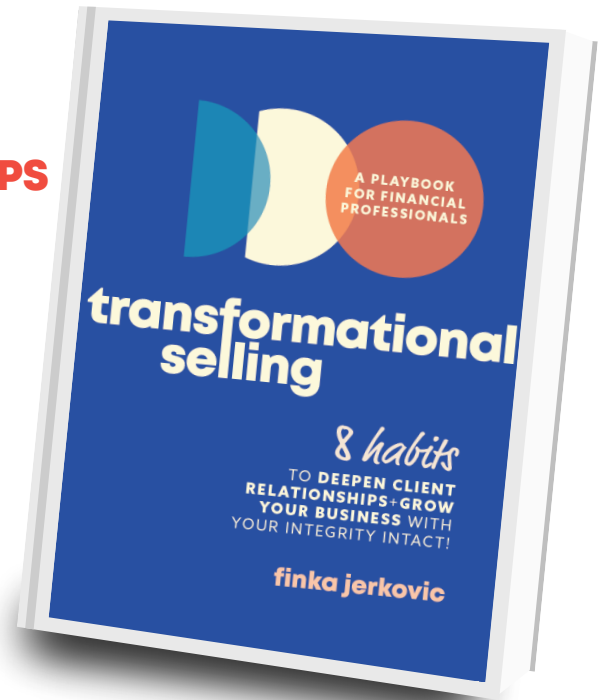
## **8 HABITS TO DEEPEN CLIENT RELATIONSHIPS + GROW YOUR BUSINESS WITH YOUR INTEGRITY INTACT!**

**NEW RELEASE – January 31, 2023.**

The monumental upgrade in client expectations is here! Trust is your currency for growth, impact, and profit. People want more authentic connections from their financial partners. They want you to stop trying to 'sell them stuff' and start solving the problems that are getting in the way of their financial goals and dreams. A new way of being is required—one that dramatically transforms leadership, employee engagement, client loyalty, and sales results.

Are you ready to deepen client relationships and be your clients' primary financial partner? Do you want to stop buying the business by being a 'price leader'? Do you want to strengthen your confidence to ask for the business? Then you need to go from transactional to Transformational Selling.

Rising from her number 1 Amazon bestseller and hot new release, *Sell From Love*, Finka Jerkovic presents a wonderfully accessible and astutely crafted blueprint to unlocking the power of a people-first approach, shifting from transactional to transformational selling. She challenges financial professionals to bring their best self every day, put their team and clients at the heart of the business. Transformational Selling is not about a sales strategy, tactic, or technique. It is a way of being that informs and influences how you show up, connect, and engage with the wonderful humans that cross your path every day.



### **The Transformational Selling Playbook for Financial Professionals will help you:**

- Unlock the power of Your Brilliant Difference
- Stop letting fear get in the way of your business development activities
- Feel authentic and aligned to your values every time you sell
- Create invitations and ask for the business with confidence and integrity
- Establish a people + purpose = profit mindset
- Build a financially sustainable business you and your clients will love

Through this perceptive playbook, you'll learn how to sell with integrity, align to your values, and build a meaningful and profitable business. Don't become another commoditized financial professional. Dive in and unlock the power and impact of Transformational Selling!

# READER REVIEWS FROM TRANSFORMATIONAL SELLING

**"Transformational Selling is a must read for purpose-driven sales professionals. Finka provides an excellent roadmap on finding your purpose and reaffirms the positive impact you can have, the magic you make, when you focus on creating transformational experiences. With your integrity never compromised, your raison d'être comes to life, and the results you achieve for your customer and organization are everlasting, admired, and lead the way for others to follow."**

Lily Capriotti, Vice-President, Retail Distribution

**"Finka is one of the most refreshing voices in financial services today! Transformational Selling speaks to me because it prioritizes trust, purpose, and client service over outdated notions like targeting, prospecting, and closing. I believe her point of view is the future we aspire to as professionals. Her beautiful book is filled with practical wisdom and is an absolute pleasure to read."**

Doug Fletcher, author of How Clients Buy and How to Win Client Business

**"Transformational Selling is the book we need across sales organizations! Not only does this book highlight the importance of purposeful sales, connecting with a prospects' unmet needs, and driving revenue through relationship building, it also exemplifies the very essence of 'humanity over hustle.'**

Kristi Straw, Division President, Community Banking, Bank OZK

**"Transformational Selling takes the guess work and discomfort out of the sales process, moving from transactions to relationships, and from fear to confidence. The pace of learning is measured and tactical, suggesting the reader take action and practice before reading on. There is time to reflect and adjust and I have no doubt this book will withstand the test of time, and become a reference tool for both new and experienced sales people as they transform relationships aligned to their values and achieve new heights both professionally and personally. A must read."**

Julie Barker-Merz, BMO Regional President, Personal Banking, Greater Toronto



## FREEBIE LINKS

Your Brilliant Difference  
Blueprint

Download first chapter from  
Sell From Love

Take the Sell From Love  
Assessment

Download the Sell From Love  
Workbook

## CALENDAR BOOKING

Podcast Guest Interview

Intro call with Finka

Sell From Love Accelerator  
Discovery Call



## Get in Touch!

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