



Thrive Right Now: Fast Track to Referrals

Program Outline

Each Proven Strategy below will give you the fundamental tools to be confident in front of existing clients and to attract new clients.

How to work with each strategy:

1. **LISTEN** to understand why the strategy matters.
2. **READ** to learn more about the strategy and how it can benefit you.
3. **TAKE ACTION** provides all the instructions, tools and templates to get it done.
4. **REALITY CHECK** tests your knowledge and level of implementation.

• Strategy 1: Client Classification

Many financial advisors already realize the importance of using some sort of client classification model. After all, if 80% of your revenues derive from 20% of your clientele, it makes sense to figure out exactly who these clients are. That way, you can make a commitment to spend 80% of your time and energy on this elite group. Many advisors simply classify their clients according to their assets, and assets are a logical starting point for any classification system. By moving to a more detailed classification system, however, advisors can offer better service to their top clients, attract more qualified introductions and increase their income.

• Strategy 2: Know Your Client with FORM

What you know about money is important; however, it takes a back seat as it relates to what you know about your clients. Clients need to trust people they do business with. This is why the **key to taking care of your business is to know and to take care of your clients**. One way you can ensure that you take care of your clients is by profiling every single client within the top 20% of your business. Why the top twenty percent? To revisit the Pareto Principle, it's the top 20% of your clients who make up 80% of your revenues. By knowing about the families, careers and interests of your top clients, you can provide them with more personalized service.

- **Strategy 3: Call Rotation. It's Simple and it Works**

Based on a recent internal audit at a major American financial institution, if you call your clients more frequently than once a year, you will seriously distinguish yourself from your competitors. Wow. And, if you were to call as frequently as every 90 days, the impact might just be astounding. Think about that for a moment.

Secondly, there is more good news. The implication this statistic has on your prospecting efforts is pretty clear. If you contact potential clients in a professional manner more than once a year, they are more likely to hear from you than they are to hear from their own advisor. And, that means they are likely to be predisposed to pick up their assets and pay you a visit!

- **Strategy 4: Referrals Right Now**

Advisors who want to enhance their professional image and who want to receive more quality referrals must establish a dedicated Recommendation Process. And they need to make this process a cornerstone of their company's philosophy and branding. A Recommendation Process is a documented process that outlines precisely how to recommend someone to you and how to introduce someone else to your services when there is an obvious need. Your clients (and prospective clients) should be familiar with the preferred process of introducing you to friends, family and associates who could benefit from your services.

- **Strategy 5: Referrals in Turbulent Times: Opportunities Abound**

Would you like to turn bad times into good opportunities? Of course you would. In this unprecedented period of uncertainty and volatility, the most common question we are hearing from Advisors is: "**What is working right now?**" The answer is so simple it seems complex. We've discovered that the principles that we have stressed over the last 15+ years are even **MORE ESSENTIAL** now than at any other time in recent history. Clear, consistent and congruent systems will serve you and your clients very well in these as well as future times.

- **Strategy 6: Thank You for the Introduction**

It is essential that you let your clients know that you genuinely value your relationship with them. A key part of doing this is to demonstrate your sincere appreciation when clients bring value to you. One of the most important times to thank your clients is when they introduce you to a friend or family member. When a client introduces you to a friend, it is a moment of truth that you simply must respond to. Not doing so is like not feeding the goose that lays the golden eggs.

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