



# The Advisor PACT Monthly Session™

April 20, 2016

Hosted by Mark Little

How much benefit do you want from today's session?

**Are you ready to be here  
and **no place else?****

- Max Dixon

This online meeting system technology uses lots of memory & system resources, so please...

- ✓ Close your **email** program
- ✓ Close all **browsers**
- ✓ Close **all programs** on your computer other than this GoToWebinar system

*Consider taking this attitude starting right now:*

Something discussed today will be a significant positive **game-changer** for my business  
I want to focus so I don't miss it

ADVISOR  
**P**ACT  
PROTECTION ATTENTION COORDINATION TRANSPARENCY



# Issues Covered Today

- ✓ What meetings should we record and why?
- ✓ How much time should we estimate it takes to deliver Truly Comprehensive Financial Services™ per Ideal Client per year



# Question

You've mentioned that we should record everything.

What exactly should we be recording and what should we be doing with those recordings?

# Record All Interactions (For Training Purposes)

- ✓ Client progress meetings
- ✓ The Initial Client Interview™
- ✓ All Dry-Run Prep Meetings™
- ✓ Every client interaction
- ✓ Every potential client interaction
  - ✓ All phone calls
  - ✓ All face-to-face meetings

**Record Everything!**

# The **Best** Way To Improve Is To Continually Evaluate Actual Recordings

- ✓ Listen to how you describe something
- ✓ Listen to how your Ideal Client (or potential client) reacts to what your saying
- ✓ Keep what works best
- ✓ Change (or eliminate) what doesn't work as well

**Coaching recordings is also the **quickest**  
way to improvement**

**What Are You Uploading?**

- ☐ Client progress meeting recording (NOTE: Also upload The FULL Client Prep Packet™ as one pdf doc)
- ☐ Internal "Expectations" Meeting
- ☐ Dry-Run Prep Meeting™
- ☐ Other (please describe below)

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**Recording Highlight (required)**

- ☐ The most important 10 minutes is (time stamp the start time & end time)

Start Time: \_\_\_\_\_

End Time: \_\_\_\_\_

- ☐ Here's what I'd like your input about

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**Self Assessment (Trusted Advisor to complete)**

- ☐ Here's what went well in this recording

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- ☐ Here's what I feel needs improvement in this recording

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**Follow-up**

- ☐ No Follow-up necessary, simply providing this recording for your files
- ☐ No Follow-up necessary, this file was requested by The Toolkit Team
- ☐ Yes, we would like to request a follow up to this submission

(describe the type of follow up you request)

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Advisor Name \_\_\_\_\_

Date \_\_\_\_\_

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## Recording Submission Program – Self Coaching Form

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# The **Best** Way To Improve Is To Continually Evaluate Actual Recordings

- ✓ Most Financial Advisors are **unwilling** to make this effort
- ✓ Which is why most Financial Advisors think they're **better than they are** at communicating with Ideal Clients (and potential clients)
- ✓ The best advisors know that the **only** way to hone & refine the message is to listen to how Ideal Clients (and potential clients) actually react to a message

# Listening to recordings will accelerate your results

- ✓ Block time on your calendar to listen to recordings
- ✓ Listen to the previous client progress meeting as a part of your routine meeting preparation
- ✓ Listen closely to how individuals actually react to your message (especially your calls to action)
- ✓ Flag recordings of successful results

# Is it Legal?

- ✓ **Potential clients:** for training purposes only
- ✓ **For Ideal Clients:** for training purposes **and** archival purposes

Place notifications everywhere

- ✓ On email signatures
- ✓ On your website
- ✓ On-hold messages
- ✓ On footers of appropriate documents

Interactions may be recorded for training purposes

Is it Legal?

**Make it work!**

**Without recordings your  
improvement will be crippled**



# Question

How many hours does it take to deliver Truly Comprehensive Financial Services™ per client?

I'm estimating around 8 hours per Ideal Client per year.

Does that sound about right?

## Trusted Advisor's Meeting Preparation Time **Alone** is Close to That Estimate:

For meeting preparation it works out to about 7 hours per client per year for client progress meeting prep (including The Dry-Run Prep Meeting™).

### **Annual Trusted Advisor Meeting Preparation Time**

- ✓ 2 hours TA Prep per client progress meeting
- ✓ 20 minutes per Dry-Run Prep Meeting™
- ✓ X 3 meetings per year
- ✓ = 7 hours per client per year

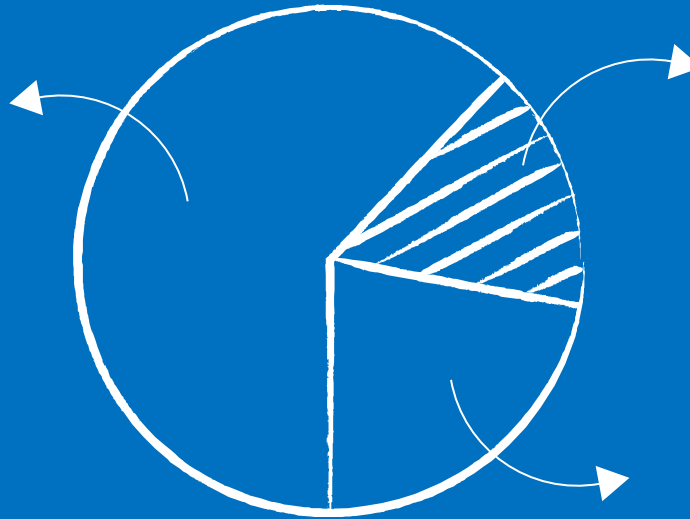
But the **total** Trusted Advisor time invested per Ideal Client per year is around 14 hours

(For 50 Ideal Clients that's just under 18 weeks per year)

# Trusted Advisor: per client progress meeting

## 2 Hours Meeting Prep

- ✓ 1 Hour: Listen to last Recording
- ✓ 1 Hour Reviewing SME work prior to The Dry-Run Prep Meeting™



20 - 30 min  
Dry-Run Prep  
Meeting™

90-minute Client  
Progress Meeting

**TOTAL: 4 Hours Per Client Progress Meeting**

## Client Progress Meeting 60 Minute Timeline

- **Opening Routine (2 min)**
- **Routine Portion of the meeting: The Progress Reports™ (10 min)**
  - *Review Financial Road Map®*
  - *The Numbers History™*
  - *The Progress Reports™*
- **The Focused Portion of the meeting (45 min)**
  - **Meeting Exercise (15 min)**
    - CSR: The Comprehensive Safety Review Exercise™
    - GPO: The Goal Blueprint™
    - TAR: The Correct Your Aim (CYA) Client Exercise
  - **The Highest Priority Conversation™ (15 min)**

*Subject Matter Experts nominated The Highest Priority Conversation™ at The Dry-Run Prep Meeting™, and the Trusted Advisor has contemplated, and chosen, the topic in the days leading up to this client progress meeting. Ordinarily, The Highest Priority Conversation™ is used to:*

    1. *Accelerate this client's results, or*
    2. *Remove obstacles that are slowing down progress*

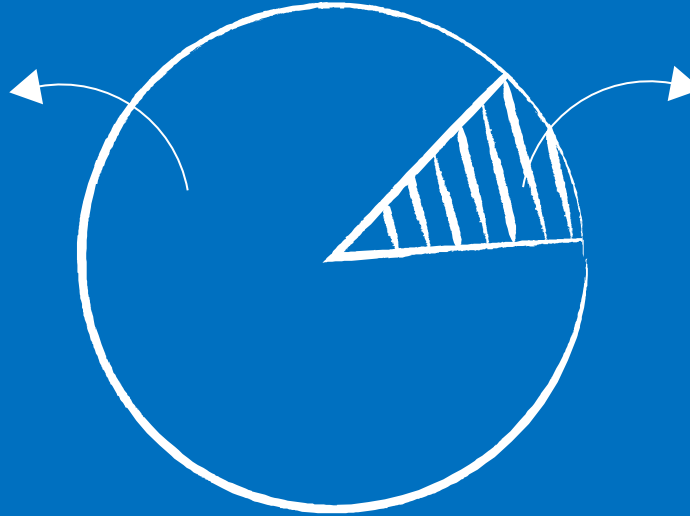
CSR: The Highest Priority Conversation™ nominated by Subject Matter Experts & selected by Trusted Advisor

GPO: The Legacy Flow™ is The Highest Priority Conversation™ at The Goal Progress Outlook™

TAR: The Highest Priority Conversation™ nominated by Subject Matter Experts & selected by Trusted Advisor
  - **Review The Greatest Probability Strategy™ (GPS) step-by-step implementation plan of action (15 min)**
- **Closing Routine (3 min)**
- **Transition now to The Referral Conversation**

# Trusted Advisor: 14 hours per client per year (average)

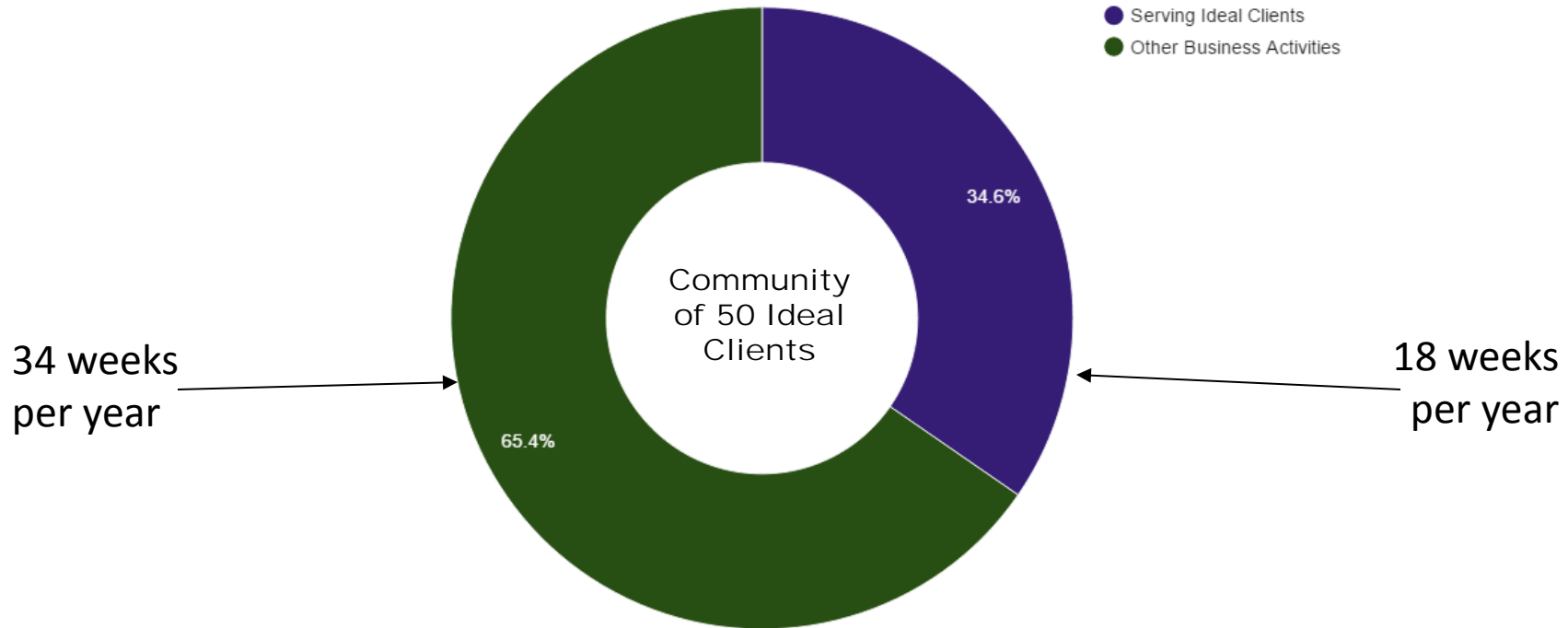
12 hours per client  
per year devoted to  
client progress  
meetings



2 hours per client  
per year devoted to  
individual attention,  
outside of client  
progress meetings  
(custom service)

NOTE: At any given time, roughly 5% of your Ideal Clients will have major financial issues requiring individual attention

# Trusted Advisor Annual Time



# Annual Estimate of SME Hours Per Client

- ✓ FP: 12hr 43min
- ✓ Tax: 8hr
- ✓ EP: 7hr 17min
- ✓ MM: 7hr 7min
- ✓ Ins: 6hr 48min

Admin Support hours are **included**

# Tax Subject Matter Expert

If your Tax Planning Subject Matter Expert normally bills at \$400/hour,  
and...

They bill for their support people's time at \$50/hour

Since we estimate a Tax Planning Subject Matter Expert to invest 8  
hours per Ideal Client per year, let's assume 4 hours are the SME's and  
4 hours are their support people's time

\$1,600 for SME time per client per year

200 for support time per client per year

=====

\$1,800 estimate per Ideal Client per year

Open negotiations at \$1,500 **flat fee** (per client per year)

# Administrative Manager

A skilled Administrative Manager (AM) will invest 4 hours per client progress meeting on average.

Considering some of an Administrative Manager's time is misc. admin. work as well as "putting out fires" for Ideal Clients in high priority situations...

You can estimate 6 hours per client progress meeting  
X 3 meetings per year  
= 18 hours per Ideal Client per year on average

For a hypothetical Ideal Client of 50 that's 23 weeks per year

# Administrative Manager Annual Time

