



PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT **Monthly SessionTM**

November 15, 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**

Your
ADVISOR
PACT
Pledge

PROTECTION
ATTENTION
COORDINATION
TRANSPARENCY

To every Ideal Client

Today's Issues[?]

- ✓ What's the “big picture” of The Advisor P.A.C.T. Monthly Program™?
- ✓ I'm implementing Truly Comprehensive Financial Services™ but an older potential client said that my approach sounds “salesy.” Thanks to this program, we're now offering truly valuable services, I don't want to be perceived as a “saleswoman”.
- ✓ How can I make my first meeting more compelling & less “procedural?”

Question[?]

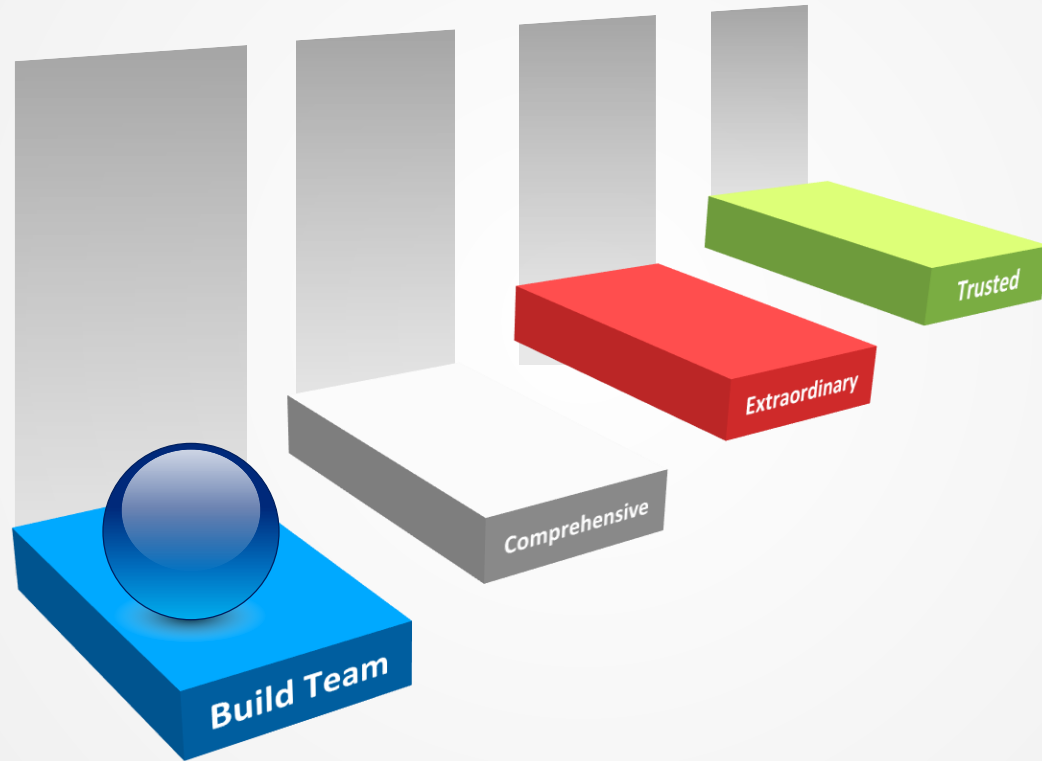
What's the “big picture” of The Advisor P.A.C.T. Monthly Program™?

Is there a “view from 30,000 feet” so I can understand where we're heading.

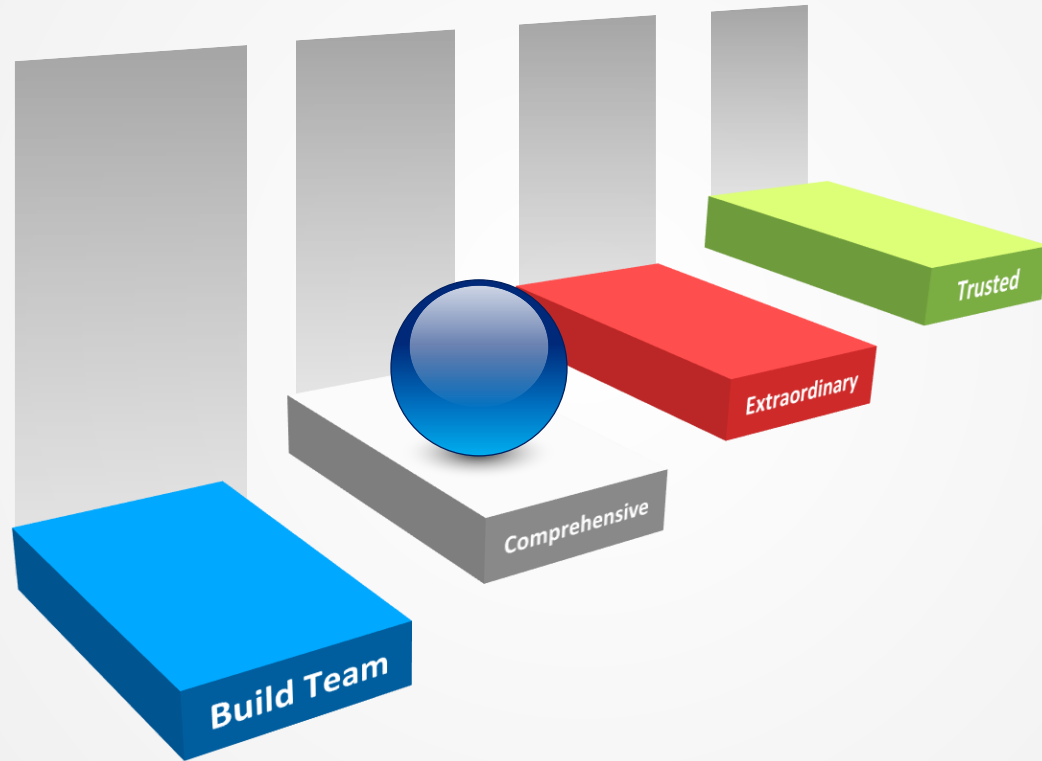
I like to begin with the end in mind.

Will you provide all the Deliverables Checkpoints™ for Truly Comprehensive Financial Services™?

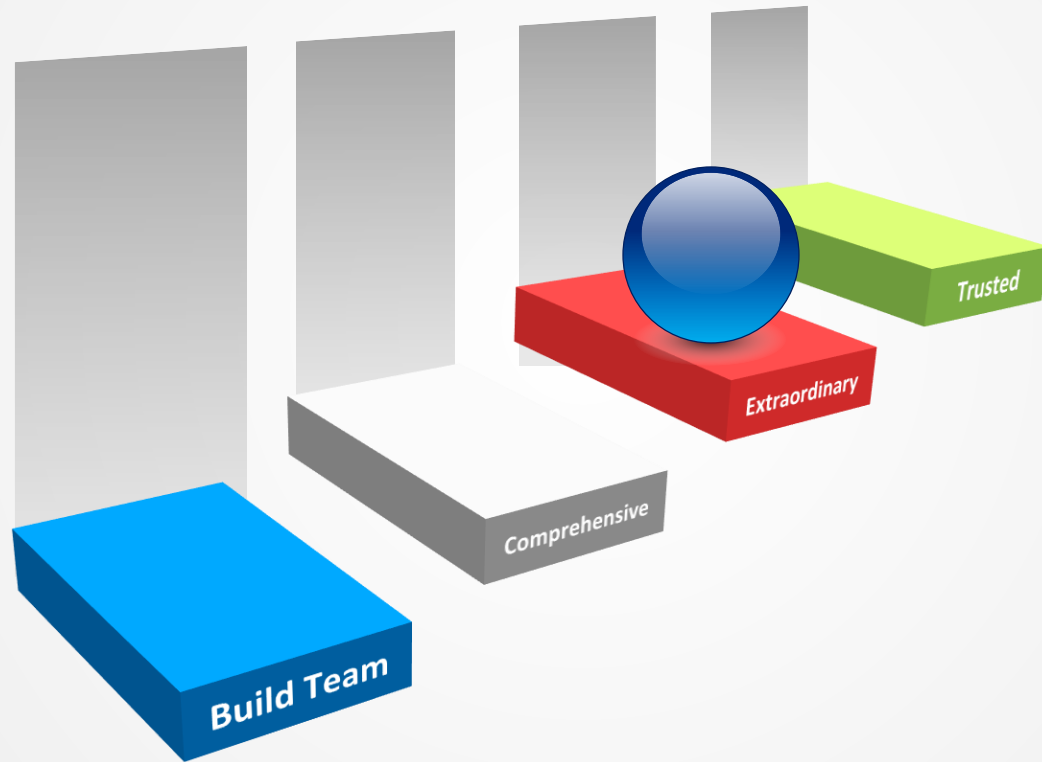
Delivering on The Promise



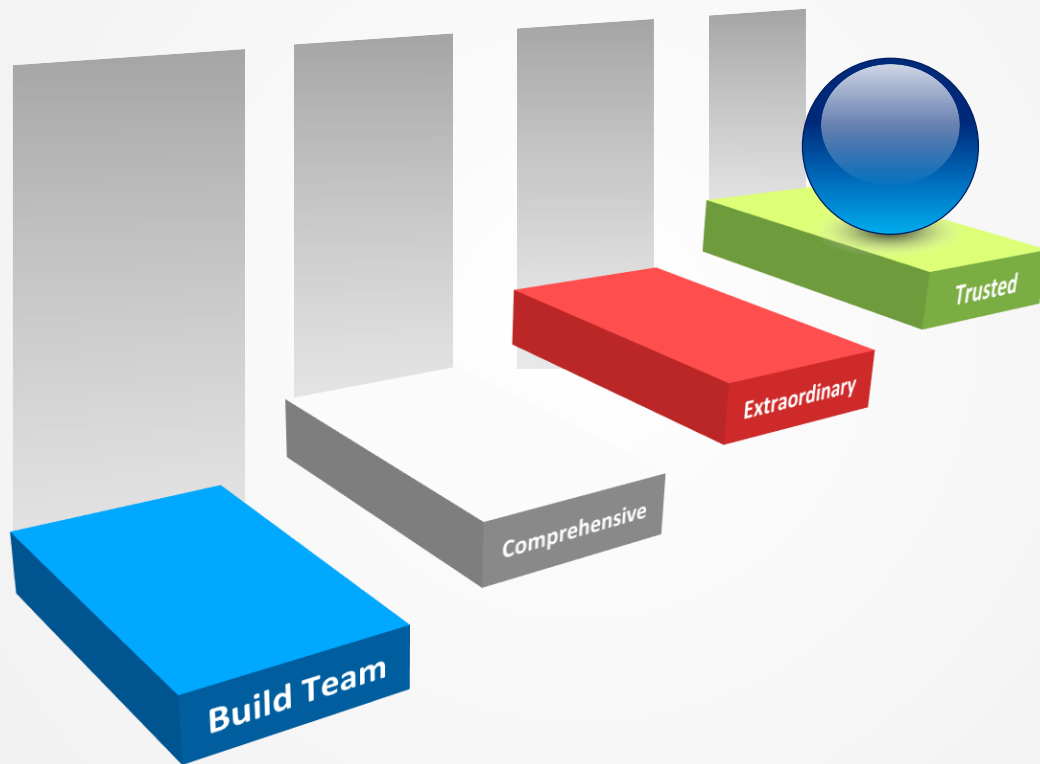
Delivering on The Promise



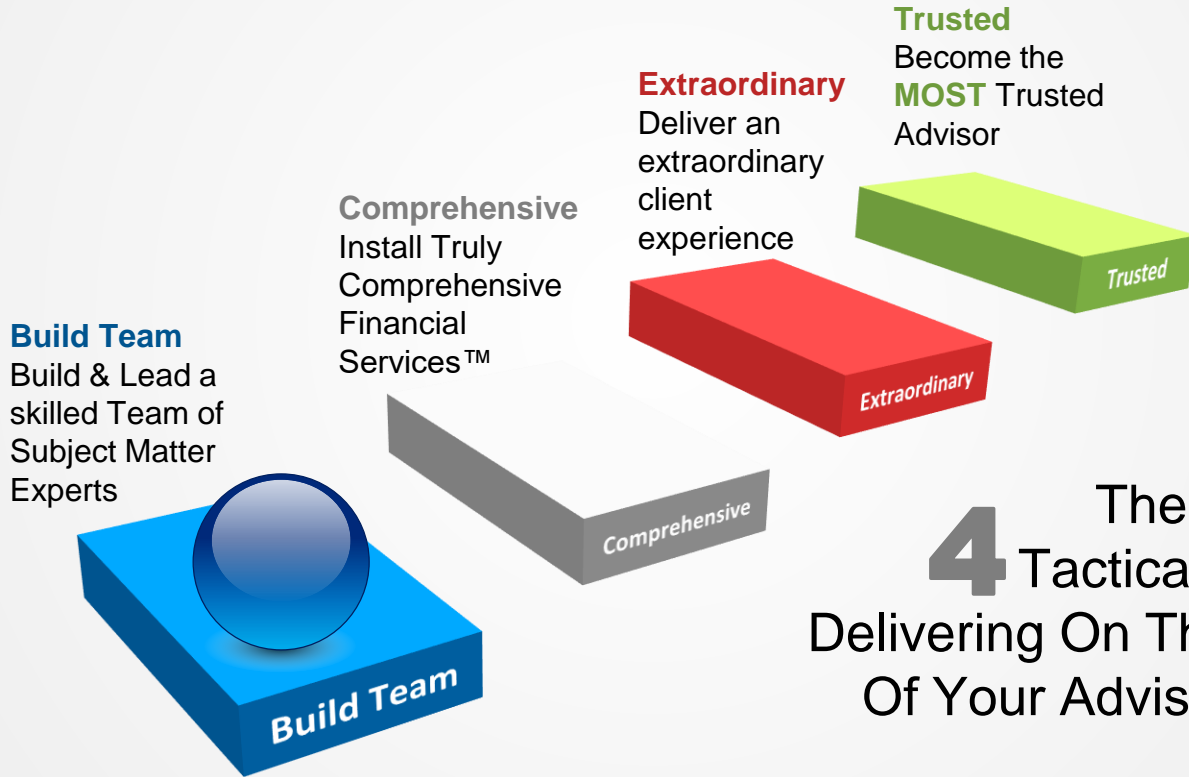
Delivering on The Promise



Delivering on The Promise

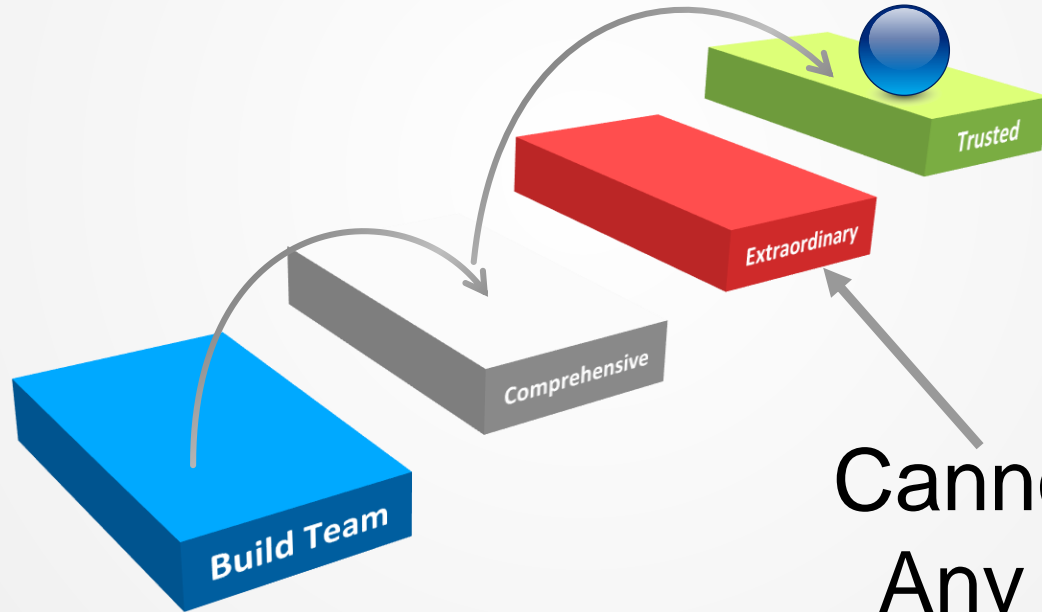


Delivering on The Promise



4 These Are The Tactical Steps For Delivering On The Promise Of Your Advisor PACT™

Delivering on The Promise



Cannot **Skip**
Any Steps

The Advisor P.A.C.T. Monthly Program™

**Is for advisors who wish to build
the system yourself (DIY)**

1. The Monthly Project™

Implement Truly Comprehensive Financial Services™

2. The Monthly Session™

If you get stuck or need direction

Question[?]

I'm implementing Truly Comprehensive Financial Services™ but an older potential client said that my approach sounds “salesy.”

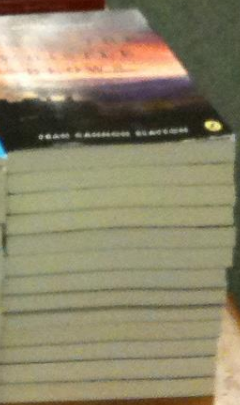
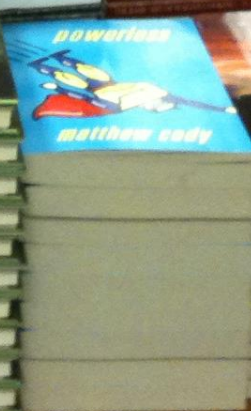
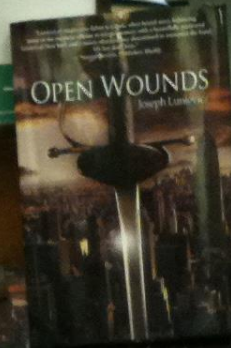
Thanks to this program, we're now offering truly valuable services, I don't want to be perceived as a “saleswoman”

April 28, 1981

The Xerox Sales Training Program



EIGHTEENTH
ANNIVERSARY
vfh
Virginia Foundation
for the Humanities
MARCH 21
2012



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"Take a moment and read this book — it is one of the classic works on professional selling."

—Spencer Johnson, M.D.
author of *The One Minute Sales Person*
and *One Minute for Myself*

STRATEGIES & TECHNIQUES FOR CREATING CUSTOMERS,
NOT JUST SALES

NON- MANIPULATIVE SELLING

S E C O N D E D I T I O N
FULLY REVISED & EXPANDED

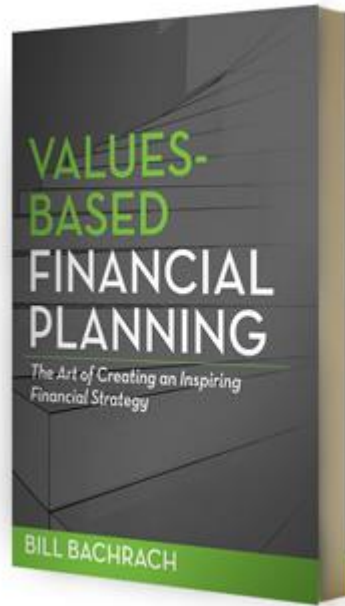
TONY ALESSANDRA, Ph.D., PHIL WEXLER
& RICK BARRERA

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Tony Alessandra

June 1999



**Values-Based
Financial Planning
by
Bill Bachrach**

**Here's the best method
to **eliminate** a sales process
with a professional process**

Ideal Client Profile

Creating the profile of the client you serve best

Establishing a firm Ideal Client Profile precedes inviting anyone to join your Ideal Client Community. Your Ideal Client Profile is the list of attributes which will define an Ideal Client. So your Ideal Client Profile is not merely a wish list of characteristics you'd prefer to see in potential clients. No, your Ideal Client Profile is the firm list of attributes which all must be in place before you'll consider offering an invitation to join your Ideal Client Community. Your Ideal Client Profile is therefore important, because you're drawing a line and saying to the world, "I will only consider clients who meet this profile to become Ideal Clients."

This creates great clarity for,

- Yourself (your vision and your goals)
- Your team (they will have an objective definition for which clients rise to the level of "Ideal Client")
- Your potential clients. Ideal Clients receive Truly Comprehensive Financial Services™ and Non-ideal Clients don't. Simple!

Your Ideal Client Profile is the firm list of attributes which all must be in place before you'll consider offering an invitation to join your Ideal Client Community

For your team, your list of Ideal Clients are the only clients who will be entered onto The Trusted Advisor Toolkit™, and are the only clients who will receive Truly Comprehensive Financial Services™ from your team. Every other client (Non-ideal Clients), do not receive Truly Comprehensive Financial Services™ from the Trusted Advisor Toolkit™. Your list of Ideal Clients are the only clients who will be entered onto The Trusted Advisor Toolkit™, and are the only clients who will receive Truly Comprehensive Financial Services™ from your team. Every other client (Non-ideal Clients), do not receive Truly Comprehensive Financial Services™ from the Trusted Advisor Toolkit™. Your list of Ideal Clients are the only clients who will be entered onto The Trusted Advisor Toolkit™, and are the only clients who will receive Truly Comprehensive Financial Services™ from your team. Every other client (Non-ideal Clients), do not receive Truly Comprehensive Financial Services™ from the Trusted Advisor Toolkit™.

- Your Ideal Clients are worthy of all the best efforts by your Deliverables Team of Subject Matter Experts (your Non-ideal Clients are not)
- Your Ideal Clients receive the best you and your team have to offer (time, attention, & services). You need to ensure your Non-ideal Clients do not receive this level of service; they are to receive a different level of services. Something less.

In this way, you are creating a functional business model which projects this premise,

- Our primary objective as a firm is to serve our Ideal Clients
- There's an incentive to become an Ideal Client
- If we serve other clients, no matter what they compensate us, Ideal Clients receive more and better value.
- Our whole business model is focused around fully serving our Ideal Clients... any other clients receive something different (something less)

Not every profitable Non-ideal Client will become an Ideal Client

You will set a minimum compensation before an individual will qualify to become an Ideal Client, but that minimum is just one of several qualifications

Don't make this mistake in thinking, "Just because an existing client pays more than my minimum fee, that doesn't make them an Ideal Client." The ability to pay your minimum Ideal Client compensation is just one of several criteria which will serve to qualify someone as a Potential Ideal Client.

In this exercise, you'll be asked to create the attributes you decide are important before you, and your team, are willing to pull out all the stops and deliver your best efforts, which we call Truly Comprehensive Financial Services™

Don't make this mistake in thinking, "Just because an existing client pays more than my minimum fee, that doesn't make them an Ideal Client"

Yes, ability to pay your minimum compensation is one criteria, but meeting that minimum doesn't automatically make an individual an Ideal Client.

Predictable Minimum Annual Recurring Revenue (PMARR): Represents Your Minimum Compensation

You will establish your minimum, your PMARR, as well as the method of payment and frequency.

Before setting your PMARR, you'll want to go through the section entitled, "Structuring Your Compensation."

Create Your Ideal Client Profile



Our Ideal Client

The Client we serve the best has the following qualities:

- **THEY ARE FINANCIAL DELEGATORS:** Our community of clients appreciate, and are happy to follow, the advice of a team of financial experts coordinated by a single Trusted Advisor.
- **THEY ARE PASSIONATE ABOUT GOALS:** Our clients realize that achieving their goals requires both money and planning. Our community of Ideal Clients appreciates our commitment to pay close attention to all the financial details and proactively recommend the inevitable course corrections, as required, several times each year.
- **THEY ENJOY SIMPLICITY:** Our clients enjoy the simplicity, freedom, and peace of mind that comes from having all of their financial assets under the watchful eye of a single, Trusted Advisor who provides oversight, coordinating all personal financial affairs.
- **THEY VALUE OUR WORK TOGETHER:** Our clients appreciate advice and guidance. Due to the high level of client interaction and attention, our services make sense for families who have accumulated more \$5,000,000, not including the value of their home
- **THEY FOCUS ON WHAT'S IMPORTANT:** Our clients delegate financial matters so they can focus their valuable time and energy on the things in their life that are most important to them. Clients who appreciate an advisor who views their role as to protect financial assets, and the financial strategy, allowing clients to focus upon the things which matter most in life.
- **THEY APPRECIATE THE CANDID TRUTH:** Our clients want to hear the truth from us regarding their financial situation...no matter what. Clients who rely upon complete transparency from their advisor.

Once we have a community of one hundred clients who meet this profile we will not be accepting any new clients.

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Prior to every Initial Client Interview™

Be Ambivalent

**About the outcome of the meeting
(and whether this individual will, **or will not**, become an Ideal Client)...
...have a completely open mind. It could go either way**

Say to yourself, “I’m **only going to invite
this person to become an Ideal Client **if** they
meet **all criteria** of my Ideal Client Profile”**

If at the end of your Initial Client Interview™

You're not sure

Say, “I’m not sure if you **meet the profile of the
client we serve best.**

May I ask you a few questions?”



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Don't behave like a salesperson

Be a Trusted Advisor

**Trusted Advisors only invite clients
to work with them if they're a “great fit”**

Listen to **every** recording

- ✓ **What went well**
- ✓ **What could have gone better**

Question[?]

I enjoyed your description of the Trusted Advisor taking our clients through “The Hero’s Journey.”

I’d love to do that, and our client meetings are much more substantive since we started this program.

The problem is my Initial Client Interview™ is not that inspiring... it’s not a “wow” experience. It’s what you described one time as “procedural.”

How can I make my first meeting more compelling?

The Hero's Journey

- ✓ **Ordinary World**
- ✓ **Call To Adventure**
- ✓ **Meeting The Mentor**
- ✓ **Crossing The Threshold**
- ✓ **Come To The Rescue**
- ✓ **Begin encountering adversity**
- ✓ **Superhero Team**
- ✓ **Slay The Dragon**

Your Client's Hero's Journey

- ✓ **Ordinary World**
- ✓ **They realize there's more**
- ✓ **They Meet You**
(conversion experience)

**Is your
Initial Client Interview™
this compelling?**

The Hero's Journey

- ✓ **Ordinary World**
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**Is your
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AdvisorRoadmap

Virtual Training for Financial Advisors

Elevate Client Value. Grow Your Business. Be DOL Compliant.



Watch Top Advisors
Describe What This Proven
Process Has Done For
Them



www.BillBachrach.com/advisor-roadmap

AdvisorRoadmap Virtual Training for Financial Advisors is a web-based, virtual

Transform Your Business

Financial Road Map[®]

for Living Life on Purpose

"There are those who travel and those who are going somewhere. They are different, and yet they are the same. Successful people have this over their rivals: they know where they are going."
Mark Caine

"What's Important to You?"

FULL + COMPLETE	
HAPPINESS	PURPOSE OF LIFE
LIVE HOW I WANT	FEEL COMPLETE
SECURITY	LIVING IN A GREAT WAY
FREEDOM	SATISFACTION
PLEASED	FREEDOM TO DO WHAT I WANT
BUY WHAT I WANT + NEED	MEET OUR NEEDS

Name: LYNN

Name: TED

Where I Am Today			
Cash Reserves		Growth/Income Assets	
Now	Be	Now	Be
388,630		28,589,050	
Debt		Insurance	
Now	Be	Now	Be
1,599,870			

See Insurance worksheet on back of Financial Road Map[®]

Personal Goal Milestone

FINANCIAL INDEPENDENCE
800,000/YR (NET)
JAN. 1, 2015

HAPPY
RELAXED

Personal Goal Milestone

HELP FAMILY FUND
100,000/MONTHLY
JAN. 1, 2015

HONORED
RELIEVED

Personal Goal Milestone

EUROPE W/GRANDKIDS &
500,000
AUG. 15, 2017

FUN
A BLAST
EXCITED

Personal Goal Milestone

DREAM JACUZZI + POOL
135,000
NOV. 21, 2015

BUBBLY
RELAXED

The Hero's Journey

- ✓ **Ordinary World**
- ✓ **Call To Adventure**
- ✓ **Meeting The Mentor**
- ✓ **Crossing The Threshold**
- ✓ **Come To The Rescue**
- ✓ **Begin encountering adversity**
- ✓ **Superhero Team**
- ✓ **Slay The Dragon**

Your Client's Hero's Journey

- ✓ **Ordinary World**
- ✓ **They realize there's more**
- ✓ **They Meet You**
(conversion experience)
- ✓ **They Join your Ideal Client Community**
- ✓ **Measuring Progress (on-track)**
- ✓ **Progress even during difficult times**
- ✓ **Your skilled Team of SMEs**
- ✓ **Client begins accomplishing their goals**

Advisor PACT™ Courses designed to create an extraordinary client experience

The Monthly Project™ Courses

- ✓ **The Three Meeting Process™**: meeting at least 3 times per year, once every 4-months, & scheduling 12 months in advance
- ✓ **The Goal Blueprint™**: Always report clients are on-track (or provide course-correction)
- ✓ **The Highest Priority Conversation™** at every meeting
- ✓ **The Five Critical Reports™**: Simple infographic... compelling reports
- ✓ Team agreement to continue increasing value until every Ideal Client says “you're indispensable to me” (measurable increase in referrals)



The Ideal Advisor Profile for The Advisor P.A.C.T. Monthly Program™

This program is best suited for a financial advisor who,

- ✓ Likes the idea of doing a "whole lot more" for a "whole lot fewer" Ideal Clients who pay significantly higher compensation for the unprecedented level of services provided.
- ✓ Is committed to implementing Truly Comprehensive Financial Services™ at some point in the future, and as quickly as possible.
- ✓ Recognizes the wisdom of delivering Comprehensive Financial Services through a skilled team of Subject Matter Experts (Tax, financial planning, tax, estate planning, & insurance)... rather than serving as a one-man-band.
- ✓ Is willing to make the effort to implement this new business model to fill the gap in the marketplace created by financial advisors, and a financial services industry, unable or unwilling to provide Ideal Clients the Comprehensive Financial Services they desire.