



PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT **Monthly SessionTM**

April 18, 2017

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

Question

I have an administrative assistant, a role described as “Administrative Manager” in the Advisor PACT™ program.

I’m busy with my own work, but my Administrative Manager wants to meet with me just to catch up so we’re on the same page.

How often should we meet and what should be on the agenda?

A Trusted Advisor's 2 primary responsibilities

Face-to-face or on-the-phone

1. serving Ideal Clients or

2. acquiring new clients

Everything **else should eventually be delegated**

Either you **have an
assistant...**

... or you **are one!**

-Bill Bachrach

**Should delegate as much as
possible to your
Administrative Support
Person
(Administrative Assistant)**

Overarching Meeting Objective

(From your Admin Support Person's Perspective)

“What **more** can I be doing to
remove distractions so you can
increase the time you invest
face-to-face or **on-the-phone** serving Ideal
Clients or acquiring new ones?”

Daily Status-Update Check-in Agenda

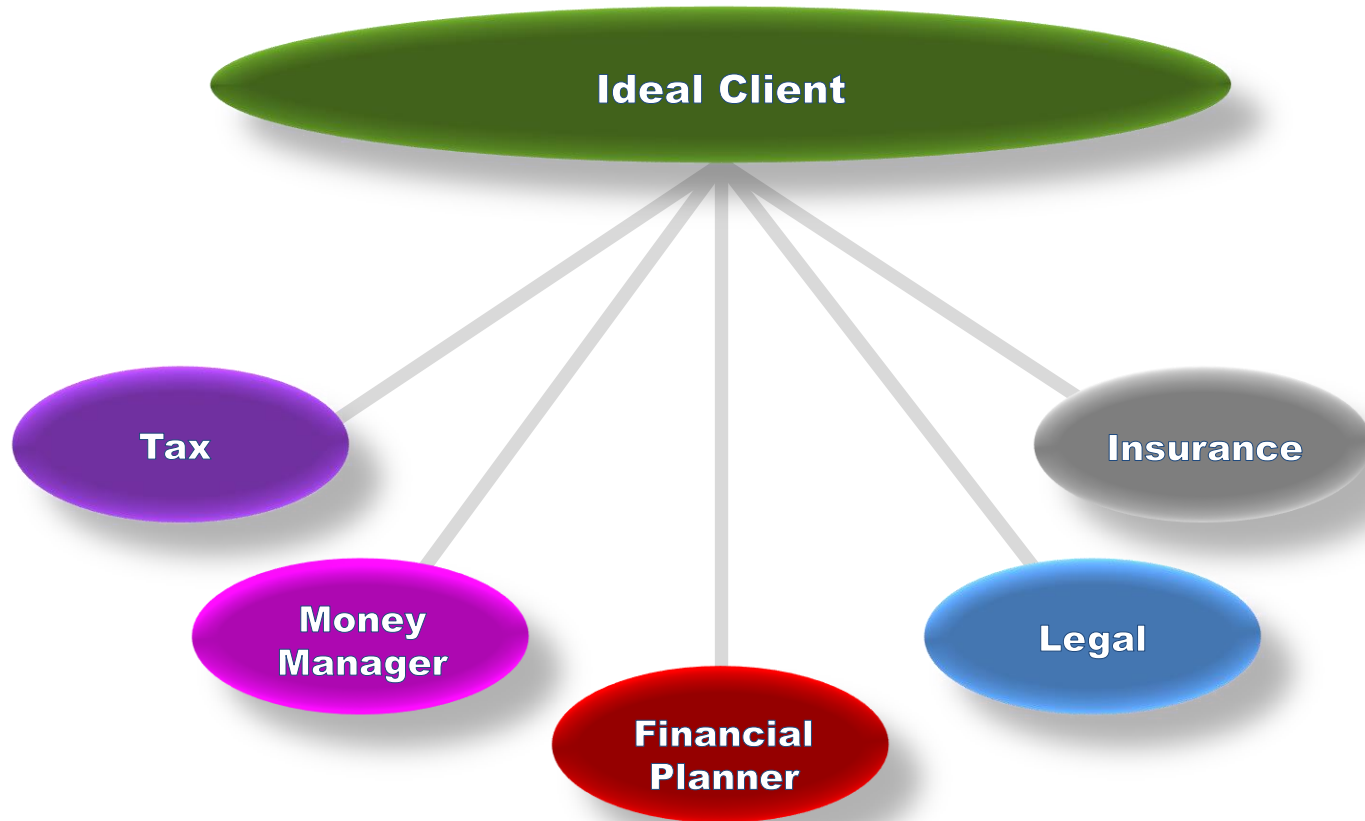
- ✓ **Client Meetings**
 - ✓ Update on preparations for **all** client progress meetings over the next 30 days
 - ✓ Opportunities for admin help & support here?
- ✓ **Client Acquisition**
 - ✓ Potential-Client Interaction Time™ (**PCI Time**) invested since last check-in meeting
 - ✓ Names of all **new referrals** & **follow up on progress** with all other active potential clients
- ✓ **Update on Admin. Support Person's priorities & action items**
 - ✓ Here's what's been accomplished **this** week (status update on action items completed thus far)
 - ✓ Here's what will be accomplished over the **next 5** business days
(share **all** action items for the next 5 days)
- ✓ **Agree on the priorities for today**
 - ✓ Financial Advisor shares **top 3 priorities** (2-3 things that must be done before leaving for the day... any opportunity for admin help & support here?)
 - ✓ Admin Support Person lists **all** action items which will be completed before leaving for the day
(Financial Advisor confirms the **priority** of all items on the list)

**Difference between an
“Administrative Assistant”**

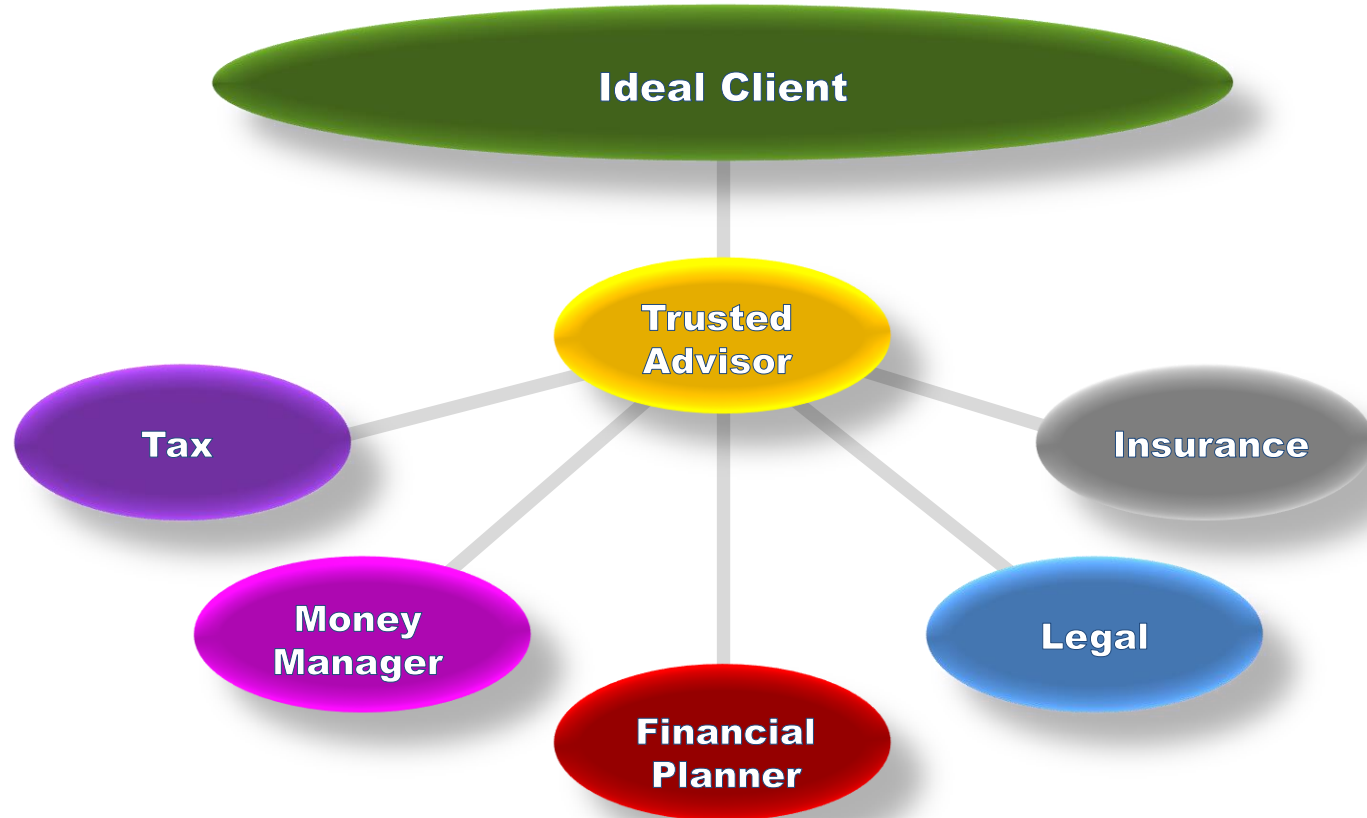
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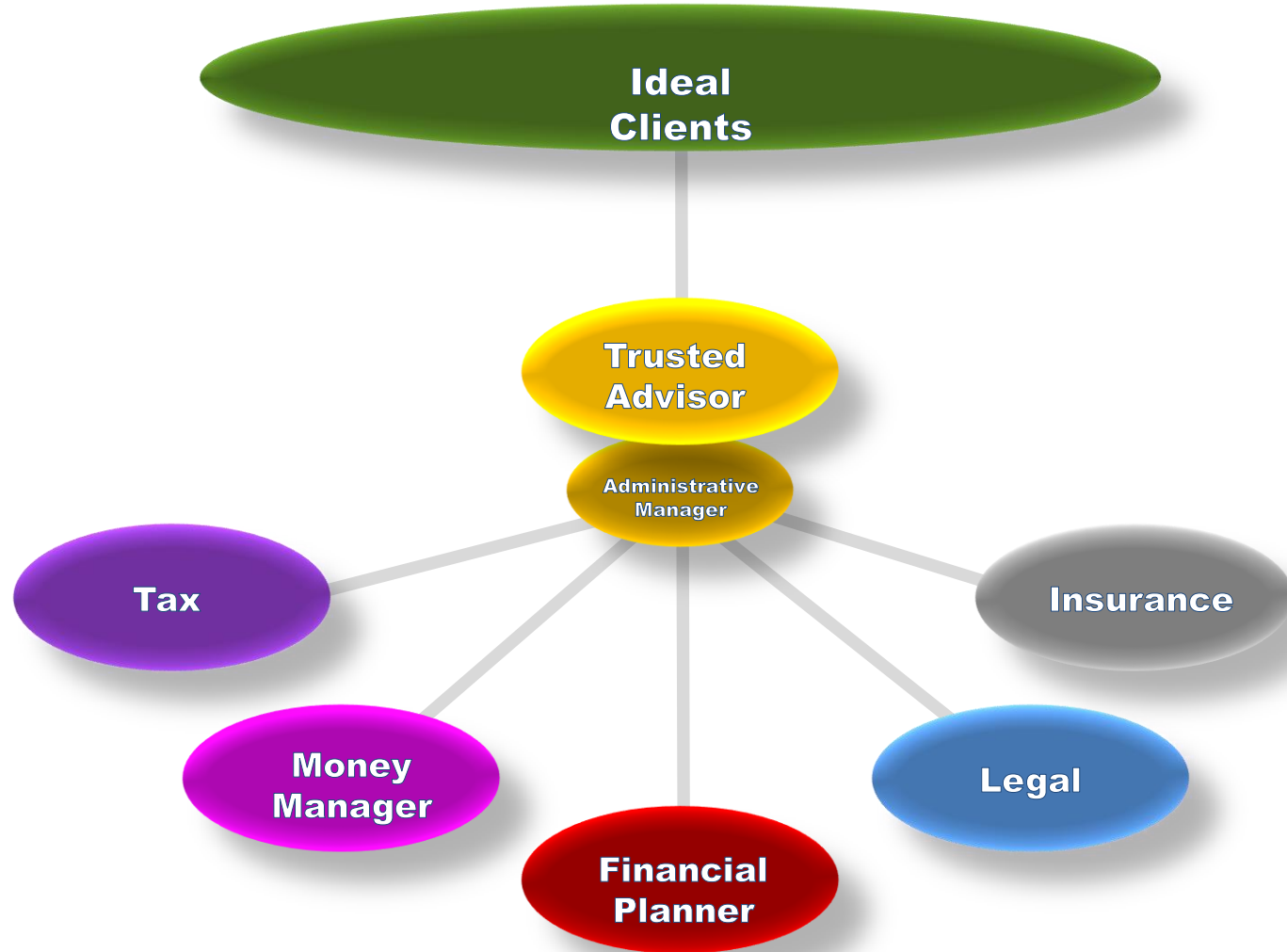
“Administrative Manager”

Traditional Financial Services Model



Our Deliverables Team Structure





“Administrative Assistant”

- ✓ **Administrative Support**
- ✓ **Calendar Management**
 - ✓ Sets client’s appointments
 - ✓ Confirms appointments
 - ✓ Organizes & manages Financial Advisor’s calendar
- ✓ **Paperwork & file Management**
 - ✓ Organizes & Manages files
 - ✓ Fills out required forms
 - ✓ Follows up on all forms
- ✓ **Office Management**
 - ✓ Answers phones
 - ✓ Re-orders supplies
 - ✓ Manages vendors
 - ✓ Protects Financial Advisor’s time
- ✓ Other duties as requested

“Administrative Manager”

- ✓ Everything already listed (sometimes oversight only)
- ✓ **Subject Matter Expert (SME) Coordinator**
 - ✓ Ensures all client progress meetings are prepared for well-in advance
 - ✓ Ensures every SME collaborates with the other Deliverables Team Members
 - ✓ Schedules 3 SME Expectations Conversations with Financial Advisor annually
- ✓ **Project Leader:** Responsible for,
 - ✓ Making forward progress with Advisor PACT™ implementation
 - ✓ Establishing action items and timelines for implementing Truly Comprehensive Financial Services™
 - ✓ Filling SME vacancies (managing the process and the 60-day timeline)

Question

I appreciate these Monthly Q&A Sessions... I pick up so much. In past sessions you've described many paradigm shifts which represent differences between what the financial services industry typically teaches Financial Advisor and what successful affluent clients actually want.

Every time you've described one of these, I've totally agreed (it's true in my experience). Could you lay many of these "paradigm shifts out for me?" I'm curious if there's a list (I'd like to think about their implications upon the big picture of my business)?

Many thanks for all you're doing, I can't tell you how helpful it is.

The uncomplicated premises which represent the 7 golden threads which run throughout The Advisor PACT™ Program are,

1. Clients want 2 primary things: A Financial Advisor who is competent & worthy of trust
2. Competence is on display during every interaction with a client or potential client.
3. Trust begins when the competence you display exceeds your client's expectations.
4. A relationship built upon trust is simply the accrual of an unbroken string of interactions which exceed your client's expectations (consistent competence)
5. This string of interactions with your clients & potential clients is called "The Client Experience," which, if carefully orchestrated, will lead to clients who are pleasantly surprised & elated (happier than they thought they would be with the relationship).
6. Relentlessly saving your clients time and make their lives noticeably more convenient are places you in a different category from other Financial Advisors, since the value provided is unique and rare.
7. Therefore, regular & frequent client referrals, which are spontaneous & unsolicited, represent the natural behavior of clients whose standards & expectations are consistently exceeded.

9 Transformational Advisor PACT™ Fundamentals

1

You absolutely can design your business around your strengths and the things you most like to do, including the clients you most want to work for. Hopefully we have opened up more options for you in terms of strategy vs tactics, sales vs service and exposed for you one of the biggest untapped opportunities in our industry.

9 Transformational Advisor PACT™ Fundamentals

2

By putting your clients and their perspectives first this course identified three basic types of clients and what each really wants from their Financial Advisor. These insights reveal opportunities to serve clients in ways they have never seen before and to establish your reputation as the 'Go To' person in your community .

9 Transformational Advisor PACT™ Fundamentals

3

By consistently exceeding your client's expectations you can flip-the-script on client acquisition. Instead of hunting down new potential clients you can attract them in the manner they would prefer to find you. Hopefully you now realize that most people will compulsively give you unsolicited referrals when you provide them an with extraordinary client experience. You really can become "the only game in town"

9 Transformational Advisor PACT™ Fundamentals

4

Our "6 Fundamental Laws Of Client Service;" make it clear that as a Financial Advisor you need to understand your client's perspectives and then impress your clients with a carefully crafted client experience that consistently exceeds their expectations. These insanely happy clients will find you indispensable to their lives and brag about you to everyone they know

9 Transformational Advisor PACT™ Fundamentals

5

A client who isn't sending you referrals is a sign that you aren't exceeding their expectations and that you have an opportunity to improve your client experience. This course unpacked several sources of disconnect between client and advisor, things that are seldom intuitive or obvious. Once you start exceeding your client's expectations they can't help talking about you everytime the subject of money comes up.

9 Transformational Advisor PACT™ Fundamentals

6

Clients are always assessing your competence and your client meetings are where your competence are on display the most. Clients value meetings that aren't a waste of their time. You have an opportunity to craft an extraordinary Client Meeting Experience with your client leaving every meeting with an overwhelming sense of confidence that they're on track and making forward progress.

9 Transformational Advisor PACT™ Fundamentals

7

Rather than most financial reports and statements clients receive, they prefer simple reports which conveys the information most relevant to their financial situation and goals. Most of all, they want to know they're on-track in each of the major financial areas of their lives and want to know what action items are required to remain on track

9 Transformational Advisor PACT™ Fundamentals

8

We all have the same 168 hours to manage each week, so rather than time management it's priority management which matters most. There's always one single task, at any given time, that you need to be doing (even if it doesn't seem urgent in the moment) to be on-track for your highest priorities. For everything else dump it, delegate it or delay it, if possible.

9 Transformational Advisor PACT™ Fundamentals

9

Technology can improve your performance but your clients prefer interacting with people more than technology. To leverage your time you're going to need other people that you can delegate to. You can scale as large as you want while continually improving the client experience until you have created an experience that can only be delivered by a team



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.