



PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT **Monthly SessionTM**

July 19, 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
P PROTECTION
A ATTENTION
C COORDINATION
T TRANSPARENCY
Pledge

To every Ideal Client

Question

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

Please give me an overview of the entire program.

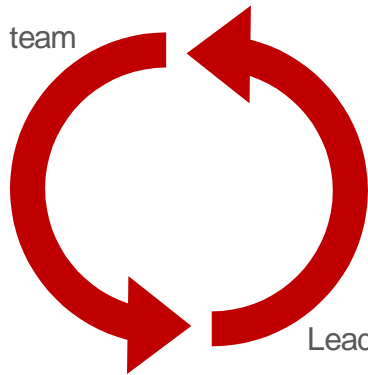
How can I explain to my team exactly what we're trying to accomplish

Clients, “I want an advisor who is **competent** & worthy of **trust**

Competence

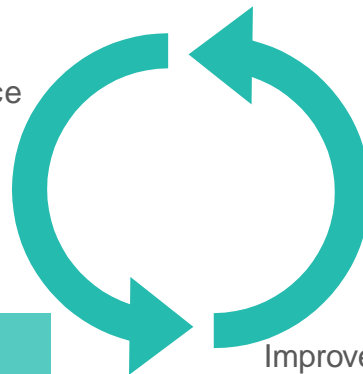
- ✓ Acquire skilled & competent Subject Matter Experts
- ✓ SMEs capable of impressing Ideal Clients
- ✓ Hold each one accountable to The Team Goal

Build your team



Lead Your Team

Document The Client Experience



Improve The Client Experience

Trust

- ✓ Consistently exceed your clients' expectations
- ✓ Continually improve your client experience
- ✓ Until The Annual Referral Rate™ (TARR) exceeds 2.000

The Annual Referral Rate (TARR)

Total number of **Ideal Client referrals** over the past 12 months

÷

Total **number** of Ideal Clients

=

The **Annual** Referral Rate (TARR)

- ✓ Calculate to **3** decimal points
- ✓ Track this number like a stock over time (**chart it** over time)
- ✓ It's the **trend** (the change over time) that's important
- ✓ Update **entire team** at least monthly


Clients, “I want an advisor who is **competent** & worthy of **trust**

Trust

- ✓ Every Team member agrees to The Team Goal
- ✓ Every Team member contributes to The Team Goal
- ✓ (otherwise why are they on the team?)
- ✓ Continue improving until The Annual Referral Rate™ (TARR) exceeds 2.000



What's The Team Goal?



Search

46


The Team Deserves To Win

Your Entire Team Agrees To Achieve The Team Goal

0:03 / 2:14

Analytics

Video Manager



Trusted Advisor Nation™
Channel settings

63 views

+

+

+

+

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Published on Jun 7, 2017

The Team Deserves To Win, therefore how is each team member contributing to the team's goal?

What is a Financial Advisor to do when a member of the team is not contributing, failing to pull their weight, or is outright obstructing

The Trusted Financial Advisor

Trusted Advisor Nation™ • 1/5 videos

The Team Deserves To Win

Trusted Advisor Nation™

2

Become The Only Financial Advisor In Town

Trusted Advisor Nation™

3

3 Things a Trusted Advisor Expects

Trusted Advisor Nation™

4

Newer Financial Advisors Have an Advantage

Trusted Advisor Nation™

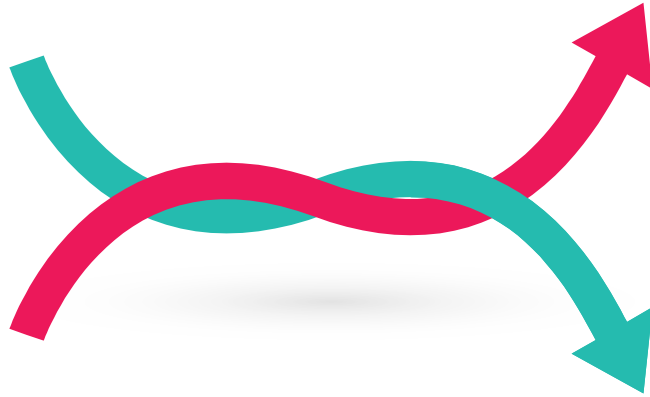
5

The 10-Minute Knock

Trusted Advisor Nation™

Clients, “I want an advisor who is **competent** & worthy of **trust**

**Our 5 Subject Matter Experts deploy their professional skills
(continue doing more for each client)**



**Our Team consistently exceeds client expectations
(delivers an improving Client Experience)**

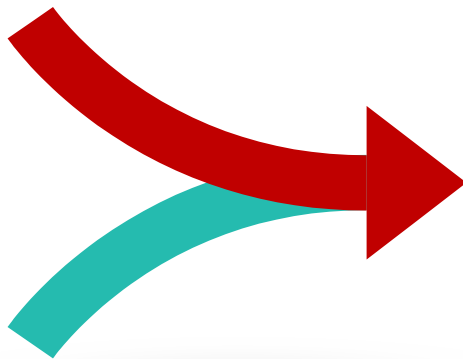
Clients, “I want an advisor who is **competent** & worthy of **trust**

Competence

Consistently doing things which exceed clients' expectations

Trust

The Client Experience consistently exceeds clients' expectations



The Annual Referral Rate™

- ✓ Begins increasing
- ✓ Exceeds 1.000
- ✓ Exceeds 2.000
- ✓ Enough Spontaneous unsolicited client referrals for five (5) The Initial Client Interview™ each week

Question

There are 12 modules listed under The Monthly Project (beginning with Visions and Goals through to The Hero's Journey).

Do the 12 modules represent the complete training information for the Advisor P.A.C.T. program, or just the first installment?

The Monthly Project™

You'll receive at least one course every
month until you've mastered
Truly Comprehensive Financial Services™

Vision and Goals | Make 2017 Your Best Year Ever!

Annual Recurring Revenue Exercise

Potential Client Interaction Time

The Role of the Administrative Manager

Hiring an Extraordinary Administrative Manager

The Deliverables Team Recruitment Process

Evaluating Your Deliverables Team

The Ten Client Deliverables, Course 1 of 2

The Ten Client Deliverables, Course 2 of 2

The First 104 Days of a New Client Relationship

Setting Your Compensation

The Hero's Journey

Manage portals

You are here: Home / The Monthly Project™

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The Monthly Project™



Vision and Goals | Make 2017 Your Best Year Ever!

Create a vision of your ideal future so compelling that you'll do whatever it takes to achieve your goals. Learn and develop disciplines to help you succeed in actualizing your vision.

[Read more...](#)



Annual Recurring Revenue Exercise

Develop a specialized list of existing and potential clients that will guide you step-by-

[Read more...](#)



Potential Client Interaction Time

Learn why the most important number to track is the amount of time you spend intera

[Read more...](#)



The Role of the Administrative Manager

Your Administrative Manager is not an administrative support person—they are the P

[Read more...](#)



Hiring an Extraordinary Administrative Manager

Master the ten steps to hiring an extraordinary Administrative Manager who will serve

[Read more...](#)



The Deliverables Team Recruitment Process

Hire your next Deliverables Team member in 12 simple steps.

[Read more...](#)



Evaluating Your Deliverables Team

Learn the process for evaluating each of your direct reports every 4 months in an effe

[Read more...](#)



The Ten Client Deliverables, Course 1 of 2

When you provide The Ten Client Deliverables to your clients, you are providing Truly

[Read more...](#)



The Ten Client Deliverables, Course 2 of 2

When you provide The Ten Client Deliverables to your clients, you are providing Truly Comprehensive Financial Services.

[Read more...](#)



The First 104 Days of a New Client Relationship

Learn how to get off on the right foot with every new Ideal Client relationship, and what you and your team should be doing during the first 104 days.

[Read more...](#)



Setting Your Compensation

A new model for delivering financial services requires a new method of compensation. Learn how you'll get paid, and what you'll get paid to do under this new model.

[Read more...](#)



The Hero's Journey

What do you have in common with Obi-Wan Kenobi? In this course, Mark walks you through how your path to becoming indispensable mirrors the classic Hero's Journey story structure.

[Read more...](#)

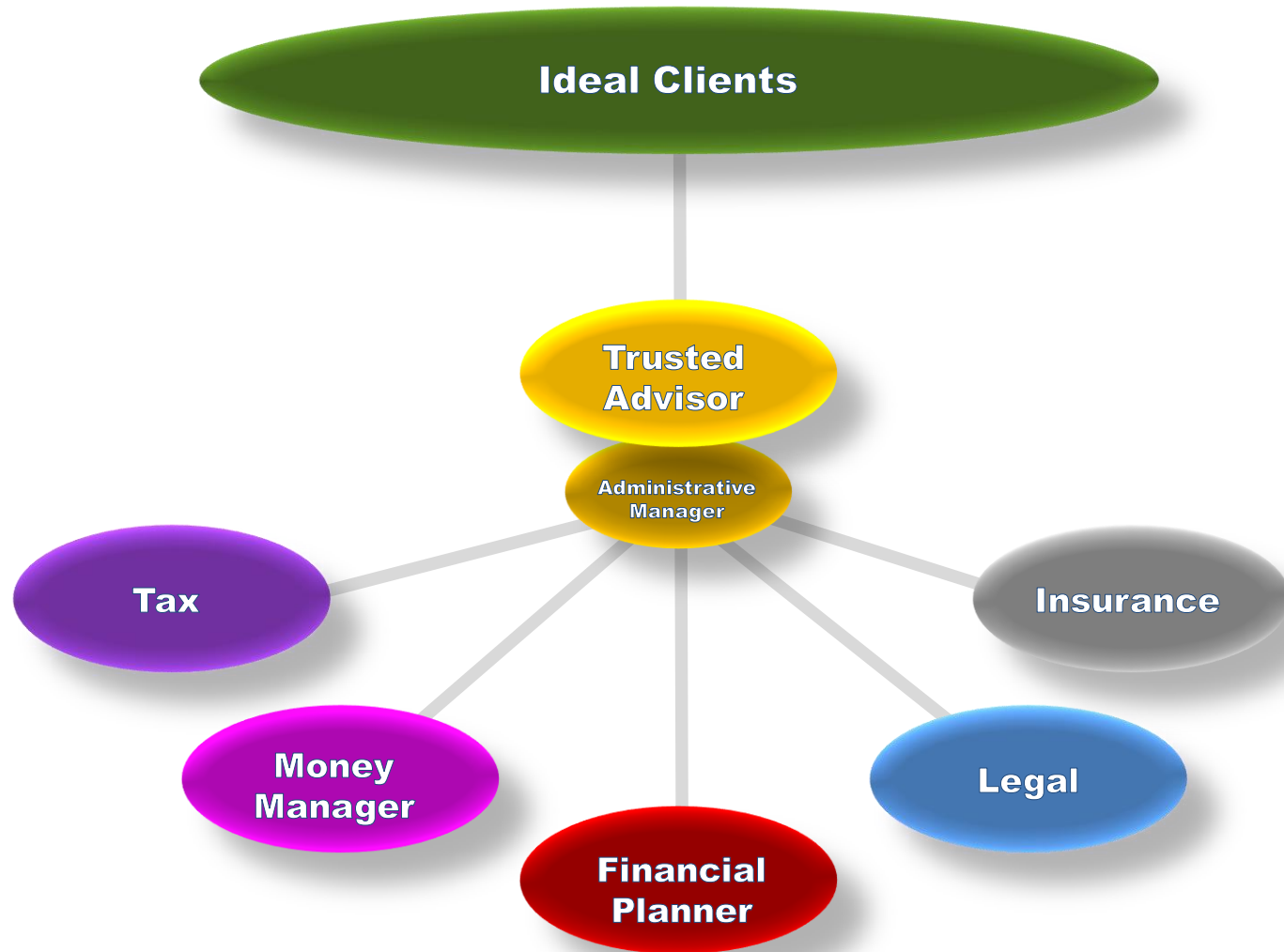
The first 12 modules are the
same as for
The Trusted Advisor Toolkit

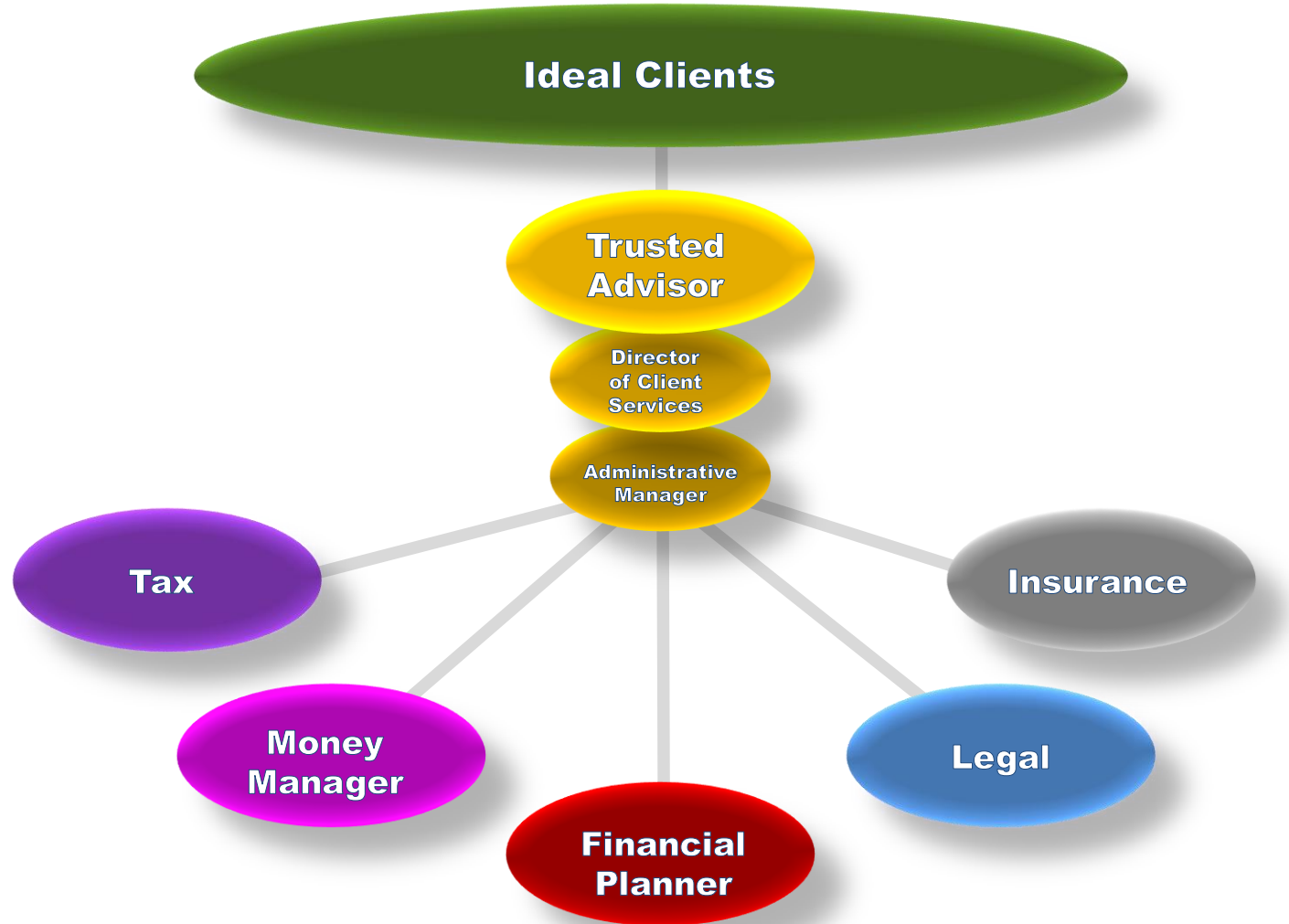
APM Modules will continue after
these first twelve until you have
mastered Truly Comprehensive

Question

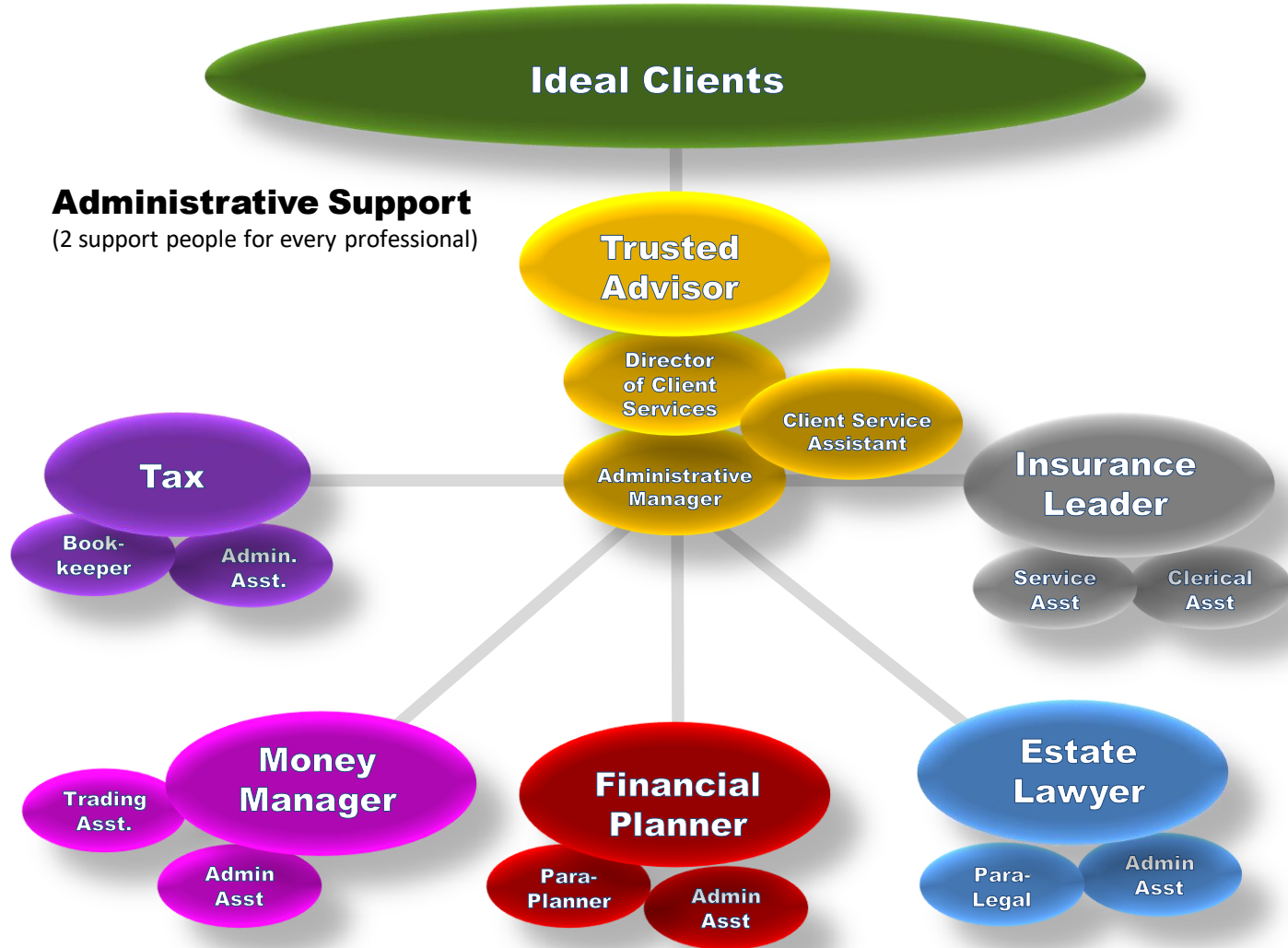
How many people do you personally employ on your team (i.e., not your external subject matter experts)?

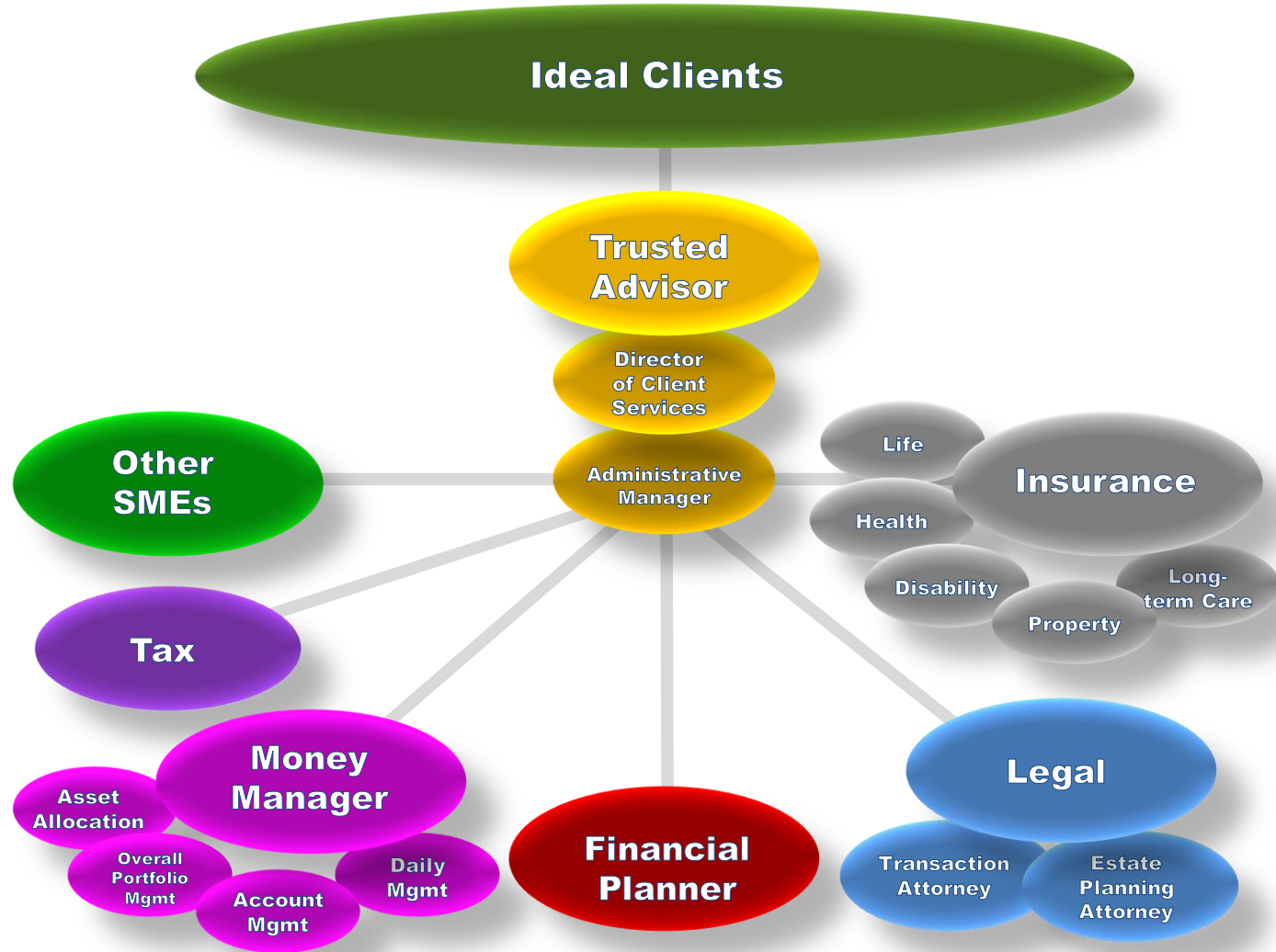
And what are their specific roles?











Question

You mention in one of the videos that you added 83 Ideal Clients over 34 months.

It would be great to get some additional detail and color on that remarkable achievement.

For example, how many were referral vs. self-referral, were each of those people paying the same flat fee (of \$36,000 or some other number), how do you equip your team to handle 100 Ideal Clients (vs., for example, 50 or some smaller number)?

Dec 31, 1999

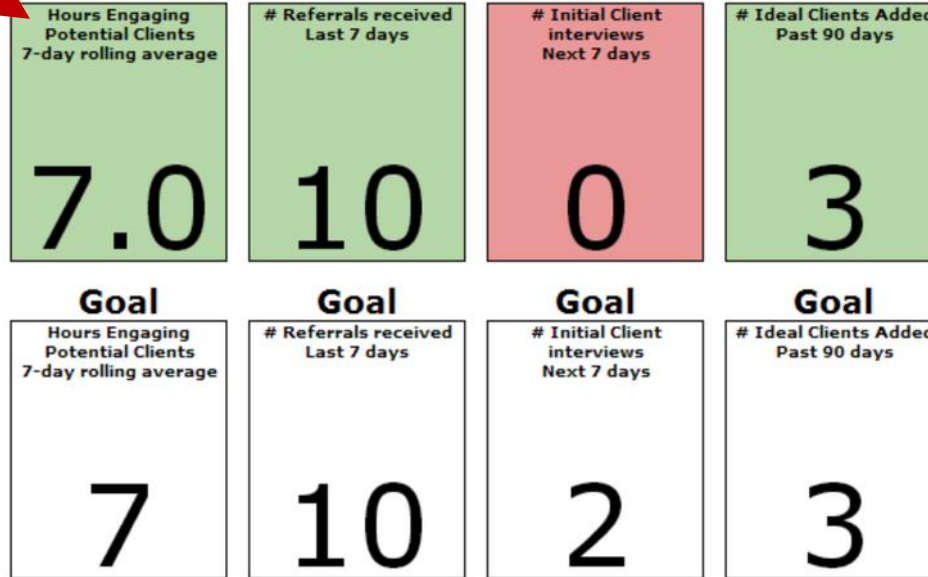
- ✓ 1,242 (mostly) Non-ideal Clients
- ✓ Developed a strict Ideal Client Profile
- ✓ 17 Ideal Clients
- ✓ Politely disengaged from 1,225 Non-ideal Clients
- ✓ Built team of 5, highly skilled, Subject Matter Experts
 - Financial Planning Subject Matter Expert
 - Tax Planning Subject Matter Expert
 - Estate Planning Subject Matter Expert
 - Insurance Subject Matter Expert
 - Money Management Subject Matter Expert

Oct 22, 2002

- ✓ 100 Ideal Clients
- ✓ Paying \$24,325 Annually
- ✓ Added 83 Ideal Clients
- ✓ All (100%) spontaneous unsolicited client referrals
- ✓ I was active with self-referrals, but, for me, they generated Non-ideal Clients.
- ✓ My numbers (my goal: add 1 IC/mo)
 - ✓ Required over 100 conversations a month with potential clients (some brief)
 - ✓ Significant Interactions with 12 potential clients = 1 Initial Client Interview
 - ✓ 7.8 Initial Client Interviews = 1 Ideal Client

Potential-Client Interaction Tracking

Potential-Client
Interaction Time™
(PCI Time)

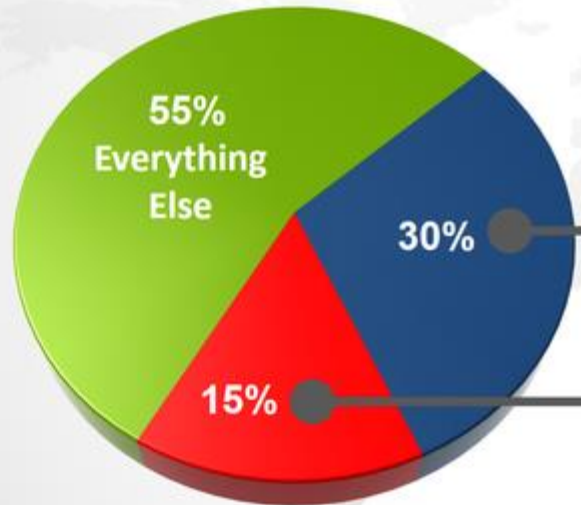


Actual

Goal

My Weekly Client Acquisition Time

19 Hours Per Week Blocked In Advance



For me... Required 2:1

2 Hours Prep Time to yield
1 Hour of actual PCI Time

12.75 Hours Per Week
Preparing For PCI Time

6.25 Hours Per Week
PCI Time
Face-to-face or on-the-
phone with potential clients



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.