ADVISOR PACT™

PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT Monthly Session™

September 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 Pledge

PROTECTION
ATTENTION
COORDINATION
TRANSPARENCY

To every Ideal Client

Goal

Deliver Truly Comprehensive Financial Services™

in a way that **exceeds** Ideal Client **Expectations**

1. Build and lead a **team**
2. Establish **comprehensive** Deliverables Checkpoints™
3. Structure your compensation at a sufficiently **high level**
4. Deliver an **Extraordinary** Client Experience
5. Consistently **Exceed** Ideal Client Expectations

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2. Establish **comprehensive** Deliverables Checkpoints™
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Outcome

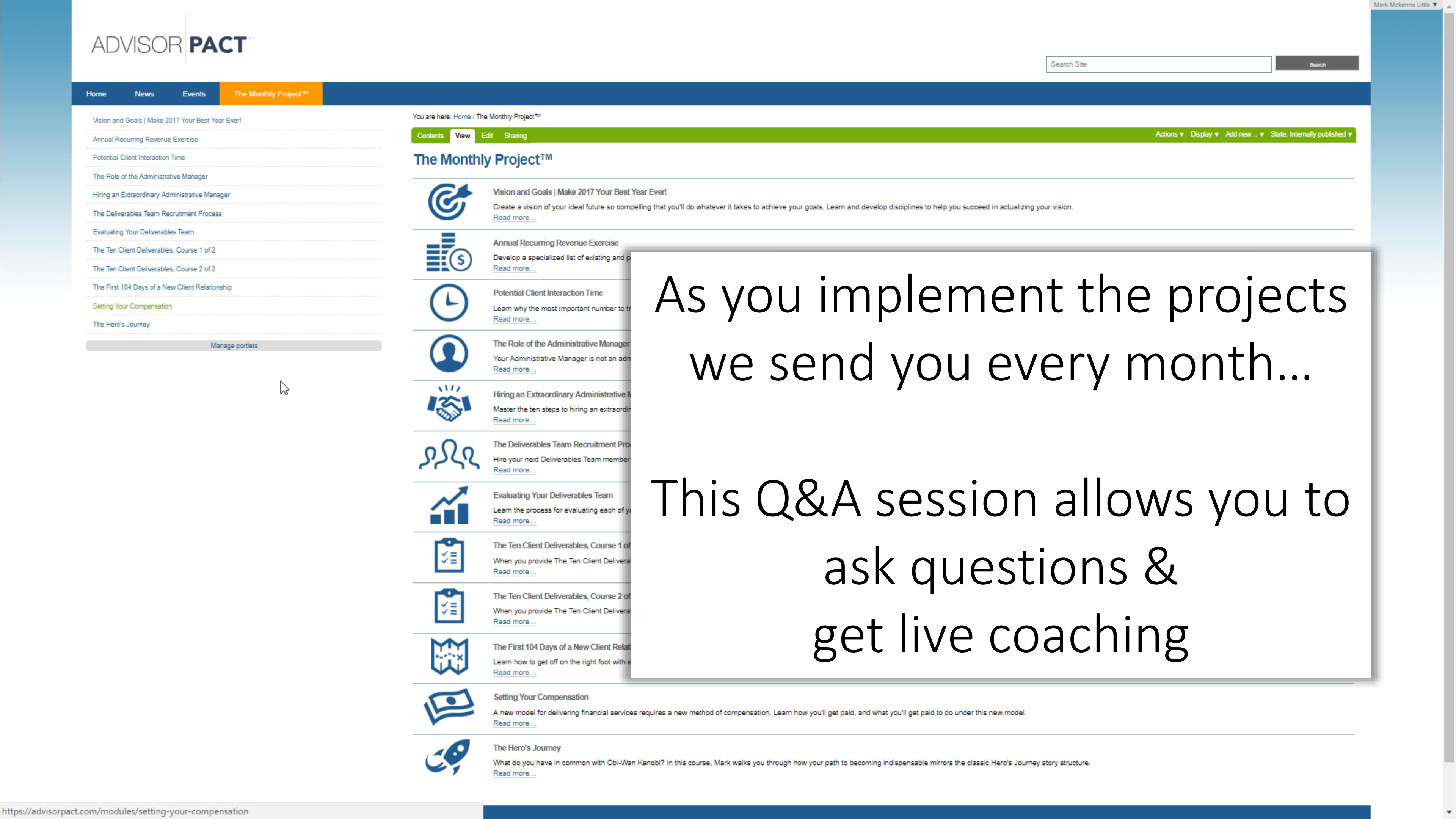
A minimum of

5 Initial Client Interviews™

per week

resulting from spontaneous

unsolicited client referrals



As you implement the projects we send you every month…

This Q&A session allows you to ask questions & get live coaching

Issues

- ✓ It's taking us longer than 60 days to fill our first Subject Matter Expert position. What will speed up the process?
- ✓ We're calculating The Annual Referral Rate™ (TARR) every month, and are beginning to see an increase in unsolicited referrals. What are some other ratios that will help us measure whether we're impressing our Ideal Clients… or not?
- ✓ I heard you mention once that you met for lunch with Ideal Clients in-between client progress meetings to better understand their expectations. How did that work?
- ✓ We are about to hold our first IPU meeting. How do you recommend presenting all the documents as in a folder, file etc?

Question

It’s taking us longer than 60 days to fill our first Subject Matter Expert position.

What will speed up the process?

The 12-Step Deliverables Team Recruitment Process™

Vision and Goals | Make 2018 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

- Step 1: Identify Position to Fill
- Step 2: Create a Best-in-Class Profile
- Step 3: Find Candidates
- Step 4: Initial Research
- Step 5: Research Call
- Step 6: Schedule the Initial Discovery Meeting™
- Step 7: The Initial Discovery Meeting™
- Step 8: The Best-in-Class Assessment Meeting™
- Step 9: The Internal Agreement Meeting™
- Step 10: The Deal Structure Meeting™
- Step 11: Finalize Agreement
- Step 12: Obtain SME Agreement
- Week-by-Week Plan for Implementation

You are here: Home / The Monthly Project™ / The Deliverables Team Recruitment Process

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Introduction

Acquire your next Deliverables Team member in 12 simple steps.

Watch: The Deliverables Team Recruitment Process™ Introduction (5 minutes)

Vision and Goals | Make 2018 Your Best Year Ever!
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What are some other ratios that will help us measure whether we're impressing our Ideal Clients… or not?

The Annual Referral Rate (TARR)

Total number of Ideal Client referrals over the past 12 months

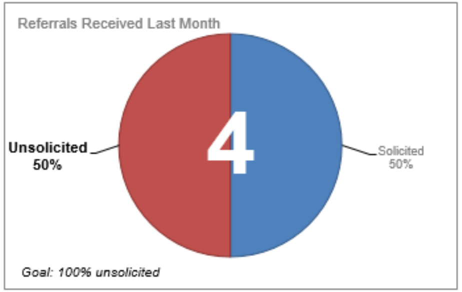
÷

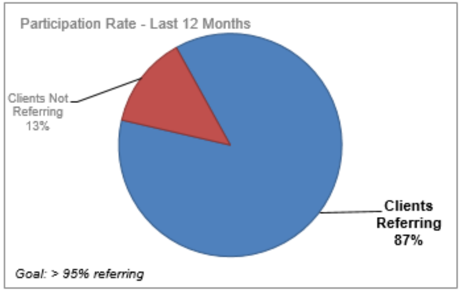
Total number of Ideal Clients

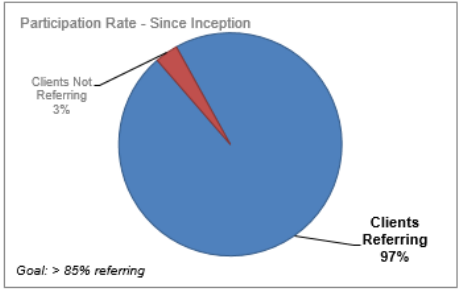
=

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**





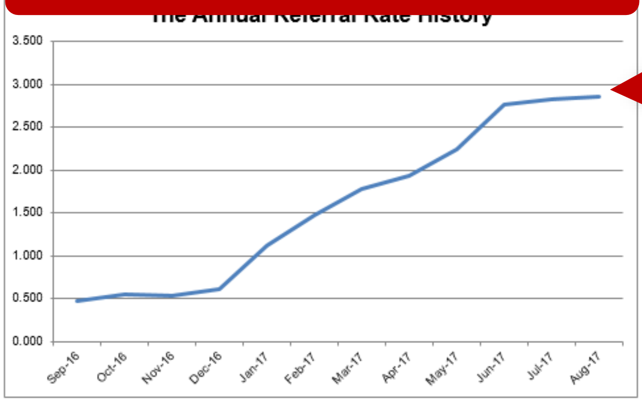


The Annual Referral Rate™ (TARR)

September 2017

2.900

Goal: 15.000



Ideal Clients acquired last month: 1

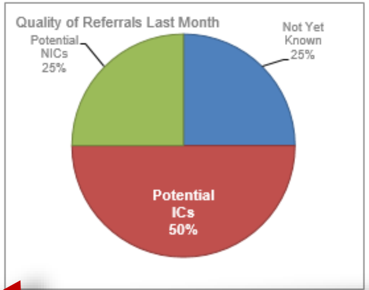
Referrals (last 12 mos.): 87

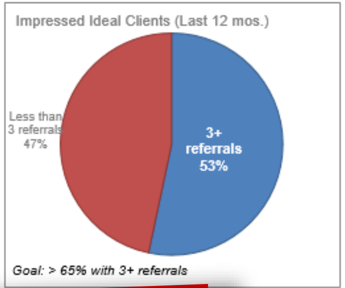
Average Referrals/Month (last 12 mos.): 7.250

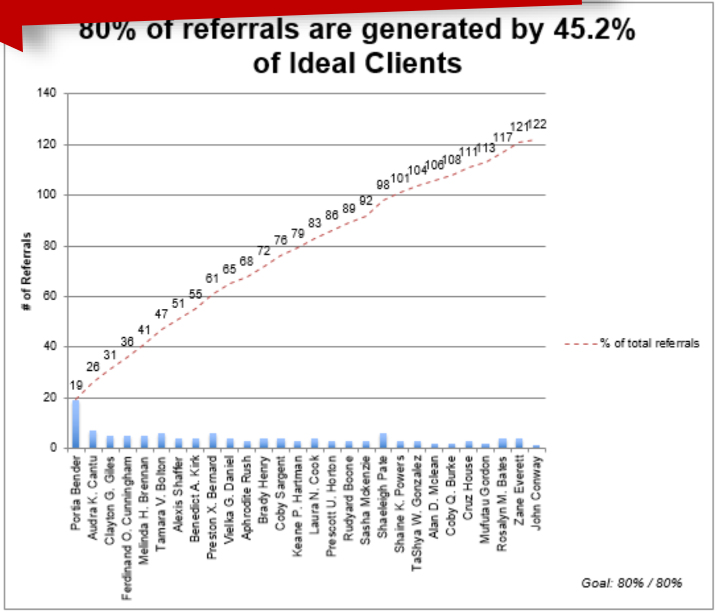
Referrals per Initial Client Interview™: 2.08

Initial Client Interviews™ per Ideal Client: 2.1

Referrals per Ideal Client: 4.300







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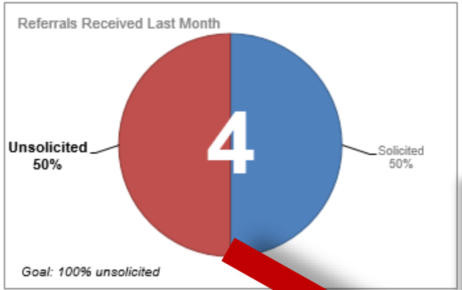

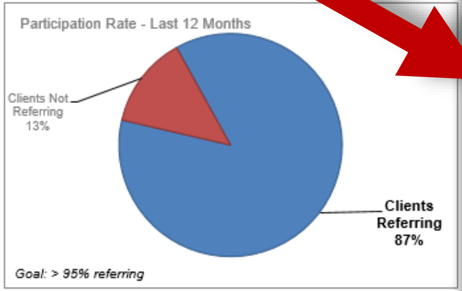

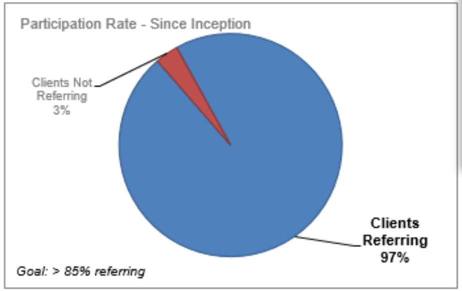

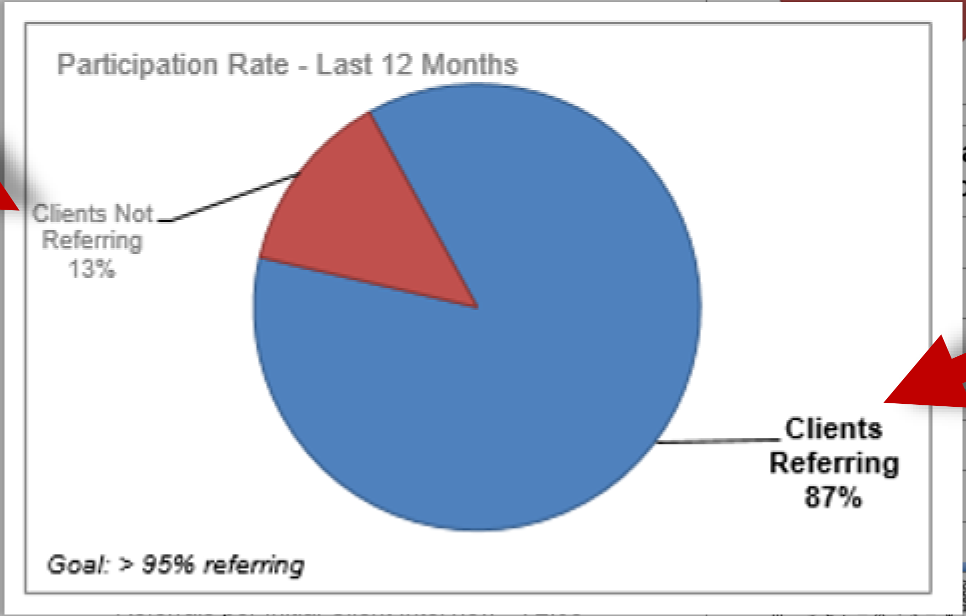

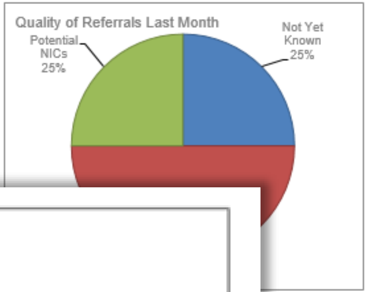

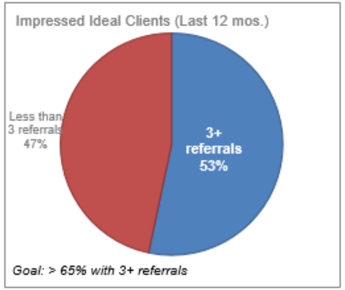

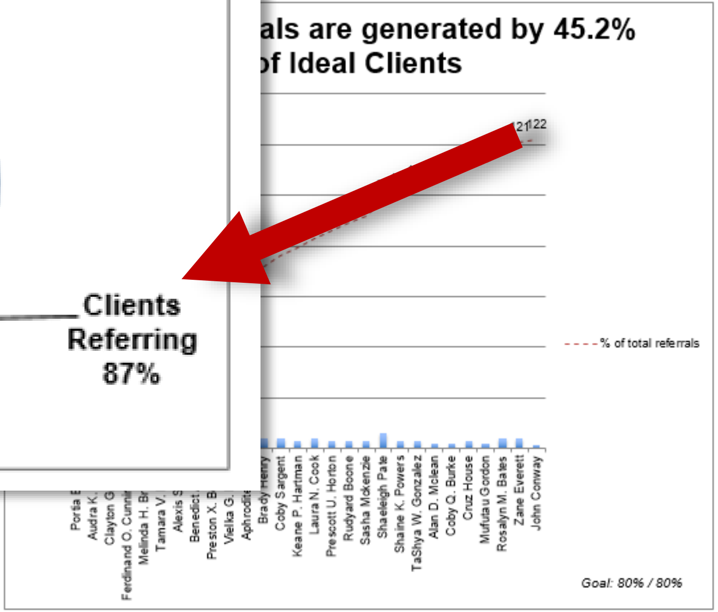

Initial Client Interviews™ per Ideal Client: 2.1

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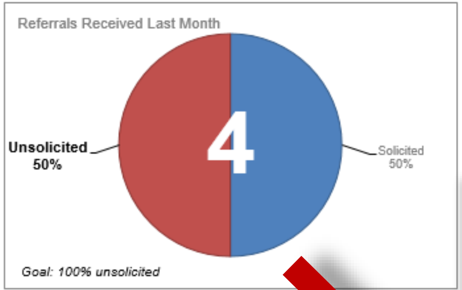

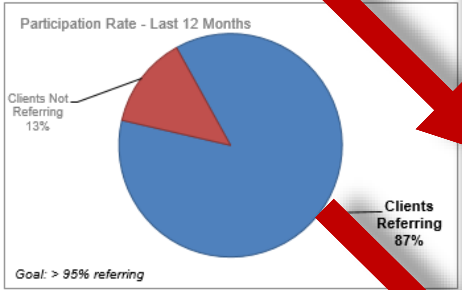

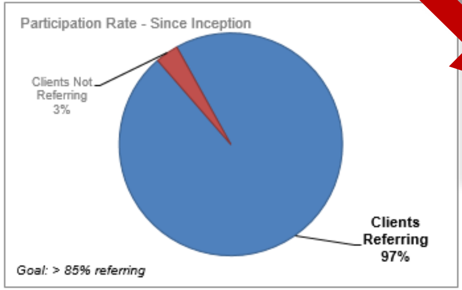

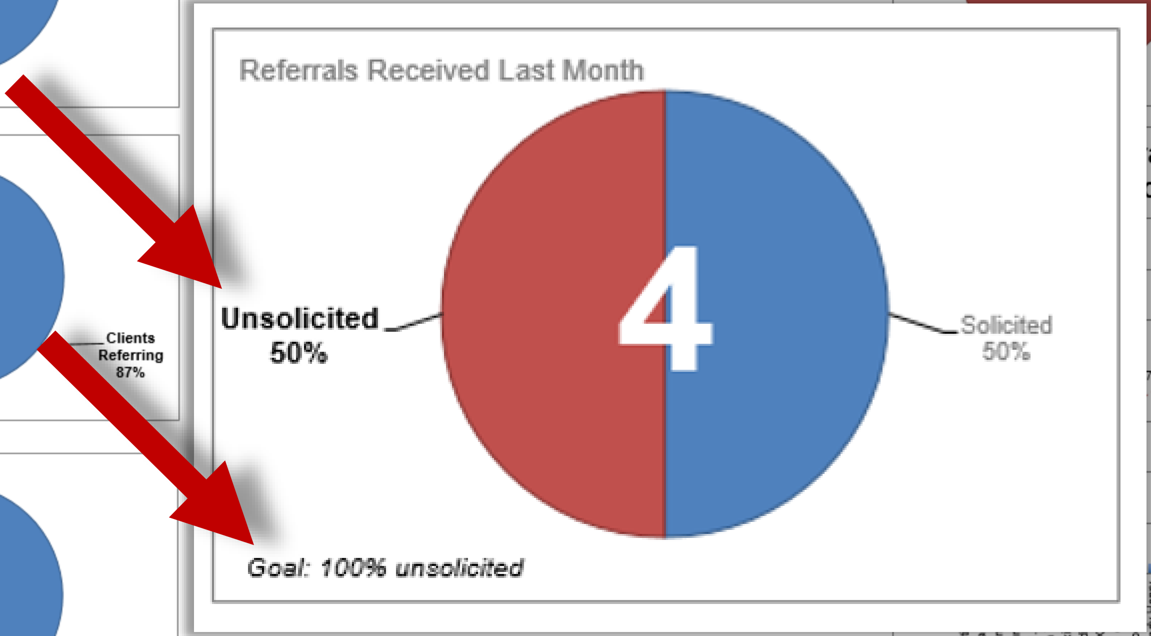

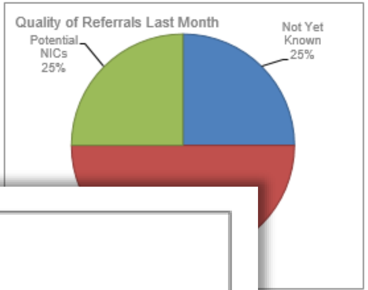

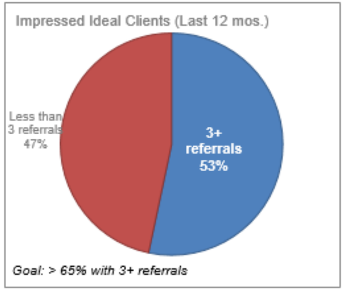

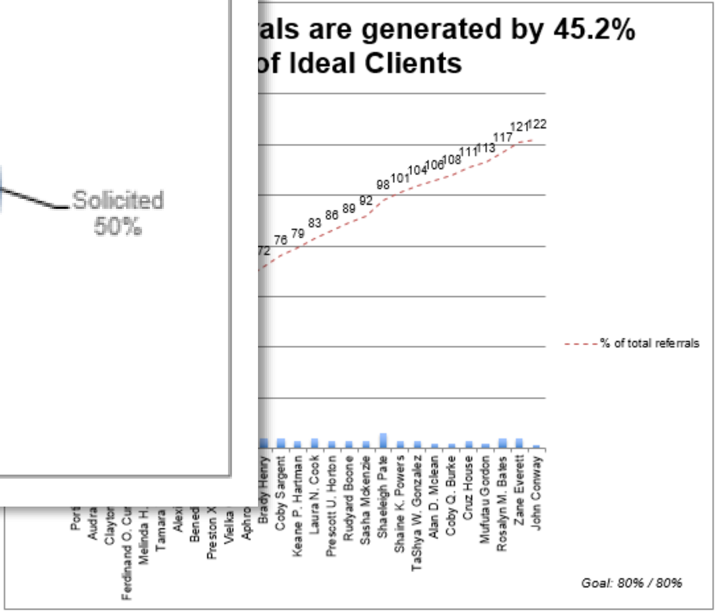

Initial Client Interviews™ per Ideal Client: 2.1

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Question

I heard you mention once that you met for lunch with Ideal Clients in-between client progress meetings to better understand their expectations.

How did that work?


Agenda?

No Agenda!

Episode 191: The Weekly Session™ (May 7)

Schedule Informal Client Luncheons In-between Client Meetings

Event details

When	May 07, 2015 from 08:00 AM to 08:45 AM
Where	Webinar
Contact Name	Mark McKenna Little
Add event to calendar	vCal iCal

Also on this page...

Click on any of the links below to jump to that section of the page.

- Downloadable audio and presentation PDF from this episode
- Episode Focus Area and episode summary
- Links discussed in this episode
- List of questions from this episode

The Weekly Session Replay

1. Eye on Tech: Toggle
2. Informal Client Luncheons

Choose a video chapter to play from the menu on the right, or press play to watch all videos in order.

To watch full screen, click the full screen icon at the bottom right.

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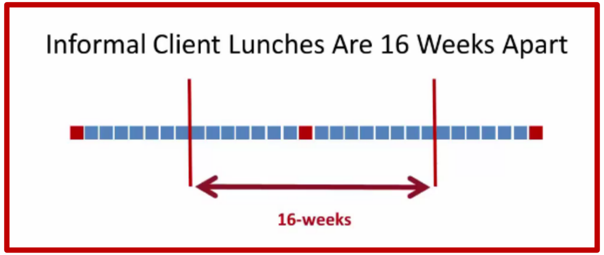

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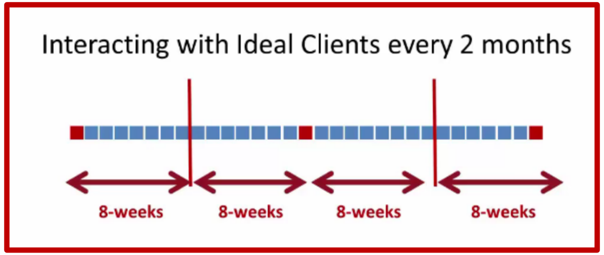

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- ✓ Deepen the relationship
- ✓ Exhaust topics that would be distracting in a client progress meeting
- ✓ Listen for clues
  - ✓ Issues relevant to their financial strategy
  - ✓ Potential risks facing your client
  - ✓ Ways you can exceed your client's expectations

Still prepare in advance, however

(quick review)

Any activity since the last client progress meeting..

- ✓ Read all The Interaction Logs™
- ✓ Read all CRM notes
- ✓ Review The Client Prep Packet™ from the last client progress meeting. Especially,
  - ✓ The Five Critical Reports™ (refresh your memory)
  - ✓ The Numbers History™
  - ✓ The Goal Blueprints™
- ✓ The MISC Organizer™ (what's missing?)

The whole point of the luncheon is… no agenda … just a nice pleasant social luncheon

- ✓ No planned business objective
- ✓ It's all about ***them*** !
  - ✓ So ask about *them*
  - ✓ Don't dominate with stories about *you*
- ✓ Example conversation openers…
  - ✓ So how are your kids doing? What are their lives all about?
  - ✓ How did you all meet? There must be a story there.
  - ✓ I've never asked you where you went to school. Where did you go to high school?
  - ✓ What's your first memory of "money?" When you were a kid, did your family talk about money issues (around the dinner table, etc?)

Question

We are about to hold our first IPU meeting.

We are wondering if there is a recommendation for presentation of all of the documents as in a folder, file etc?

The Three Meeting Process™

The Greatest Probabili ... y™
Your Step-by-step Plan of Action

The Initial Client Interview™
Client Meeting #1
Best Result:

Establish where you are now, and the specific goals you want to accomplish in order for you to experience those things that matter most to you.

Target: 14 Days

The Implementation Meeting™ (IM)
Take Action On Your Plan
Best Result:

- Begin implementing your comprehensive lifetime written financial plan
- Review your lifetime GPS Action-Plan for every year of your life for which our team has a recommendation

Target: 45 Days

The Initial Progress Update Meeting™ (IPU)
Follow-up on Actions Taken - Best Result:
Measure progress since The Implementation Meeting on your actions taken

Target: 45 Days

The Comprehensive Safety Review™ (CSR)
Address Every Risk to Your Plan
Best Result:

- Recommendations from full insurance review
- Review of Key Progress Reports
- Review your GPS Action-Plan

Target: 4 Months

The Goal Progress Outlook™ (GPO)
Measure Your Progress Against Your Goals
Best Result:

- Review Strategic and Tactical written plan for every goal
- Recommendations from comprehensive review & update of your Estate Plan
- Review of Key Progress Reports
- Review your GPS Action-Plan

Target: 4 Months

The Annual Review™
Update your comprehensive lifetime written financial plan
Best Result:

- Review recommendations from the comprehensive written strategy for Cash Reserves
- Review recommendations from the comprehensive written strategy for Debt
- Review of Key Progress Reports
- Review your GPS Action-Plan

Target: 4 Months


REFLECTIVE PRACTICE
INTERESTS / OTHER

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.