



PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT **Monthly SessionTM**

September 18, 2018

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
TRANSPARENCY
PROTECTION
ATTENTION
COORDINATION
Pledge

To every Ideal Client

New Member Webinar
to accelerate your results with
The Advisor P.A.C.T. Monthly
Program™

The Advisor P.A.C.T. Monthly Program Overview

Bird's Eye View over the entire program exclusively for members of The Advisor P.A.C.T. Monthly Program™. The program creator provides an insightful overview focusing on the big picture.

If you're a new member or a veteran member who simply wants to maintain momentum Mark lays out his best recommendations as well as a simple 5-Point action plan for success with this program.

IMPORTANT NOTE: If you're new to our system, after registering **check your spam folder just in case your webinar confirmation goes there**

Mark Little

SCHEDULE

➤ Tuesday, 19 June 2018, at 8:00 AM

➤ Tuesday, 19 June 2018, at 10:00 AM

Next event starts in...

00 : 02 : 00 : 19

REGISTER NOW

Register at
www.AdvisorPACTpledge.com

Register for the webinar at
www.AdvisorPACTpledge.com

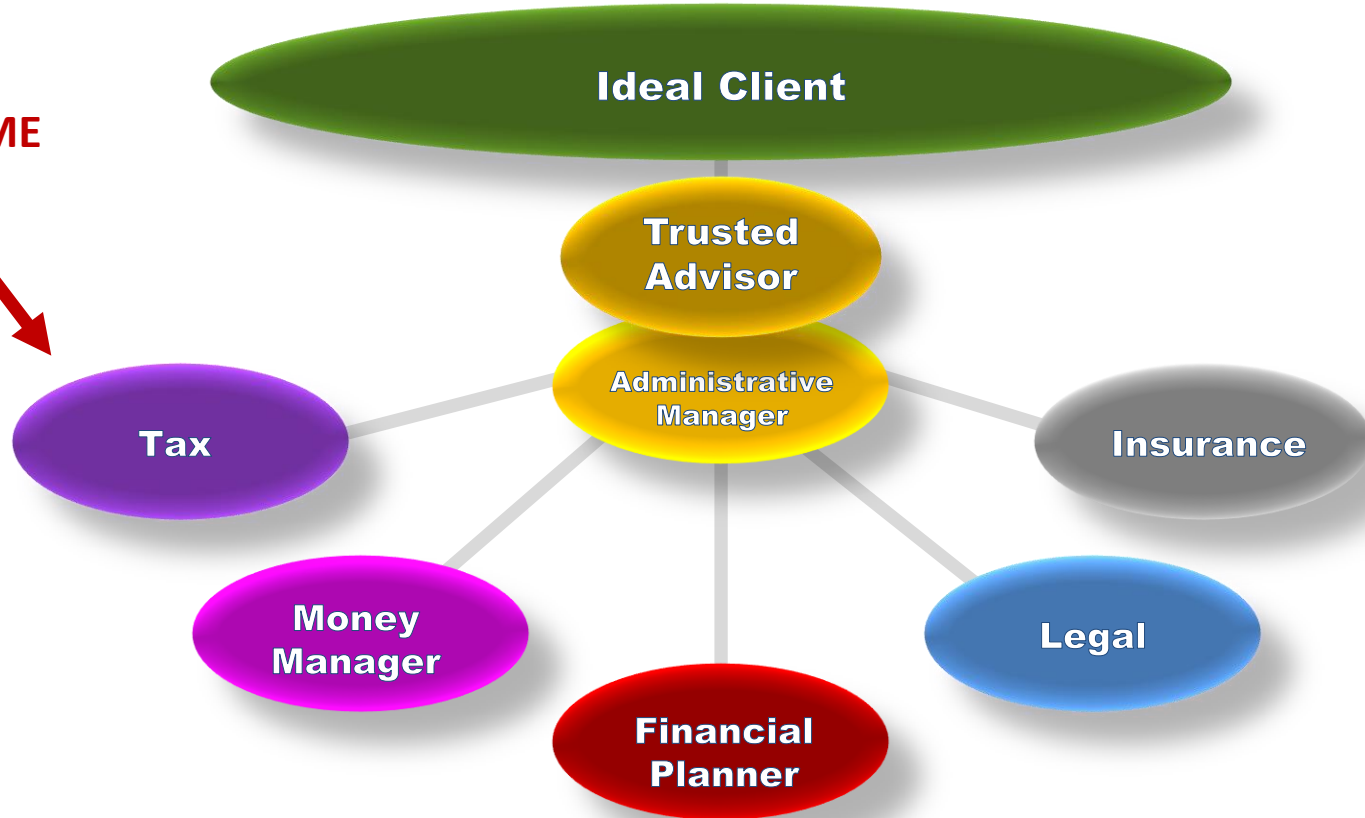


I have a performance coach who helps me hold myself accountable so that I remain on-track for my goals.

What accountability metrics should I be tracking or questions my coach should be routinely asking as I'm working to build my team of Subject Matter Experts?

Our Deliverables Team Structure

**Your 5 SME
Slots**



The best accountability report

- ✓ “I **currently** have _____ SME vacancies on my team.” (List them)
- ✓ “I’ve **filled** the following SME vacancies since the last time we spoke.”
(List them)
- ✓ “The current SME role I’m **working to fill** is_____.”
- ✓ “Here are my daily & weekly tracking sheets for review.”

<p>Daily Activity For (AM Name):</p> <p>Today's Date:</p> <p>Candidate Name (below)</p>	<p>Candidate first identified Today</p> <p>Completed Research</p> <p>Result ID# Scheduled</p> <p>Candidate quality as of today on a scale of 1-10 (1=Unacceptable Candidate, 10=Quality Candidate)</p>	<p>Comment detailing today's activity (research call, online sources checked, etc)</p>
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[illegible][illegible]

Activity For (TA Name):

Today's Date:

Candidate Name (below)

Let Message

No Answer /
No Message

Result	IDM Scheduled
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Result:
IDM Not Scheduled

Comment

Activity For (TA Name):

Today's Date:

Cadidate Name (below)

Left Message
No A

No Answer /
No Message

Result:
IDM Scheduled

Result:
IDM Not Scheduled

Comment

[illegible]

DTRP Daily/Weekly Activity/Results for AM

Weekly Results

[illegible]

The best accountability report

- ✓ “I currently have _____ SME vacancies on my team.” (List them)
- ✓ “I’ve filled the following SME vacancies since the last time we spoke.” (List them)
- ✓ “The current SME role I’m working to fill is_____.”
- ✓ “Here are my daily & weekly tracking sheets for review.”
- ✓ “I’ve conducted _____ SME **Expectations** Conversations (SME performance reviews) since the last time we spoke.” (List them)
- ✓ “The SMEs performing **at** or **above** my expectations are these.” (List them)
- ✓ “The SMEs performing **below** my expectation are these, and here’s what I’ve done to resolve this unacceptable situation” (Detail your plan and timeline for each)

The best accountability report

- ✓ “I **currently** have _____ SME vacancies on my team.” (List them)
- ✓ “I’ve **filled** the following SME vacancies since the last time we spoke.” (List them)
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Could you run through The Team Goal again?

What is it and how do I introduce it to my Subject Matter Experts?

The Team Goal is important

- ✓ Most Financial Advisors don't set a goal for their team.
 - ✓ Big mistake
 - ✓ Poor leadership
- ✓ No goal... no accountability.
- ✓ Making The Team Goal central is the key to increasing client satisfaction & client referrals.
- ✓ Make The Team Goal a BIG DEAL: Mention The Team Goal at every interaction with a team member

Consistently *exceed* your
Ideal Clients'
expectations
at *every* interaction

The Team Goal

We will deliver The 3 Bottom-line Client Outcomes to every Ideal Client in a manner which exceeds **their** expectations.

The most direct measure of success of The Team Goal is an **increasing** Annual Referral Rate™ (TARR)

We will have achieved The Team Goal when we are consistently experiencing five (5) Initial Client Interviews™ per week attributable to spontaneous **unsolicited** client referrals

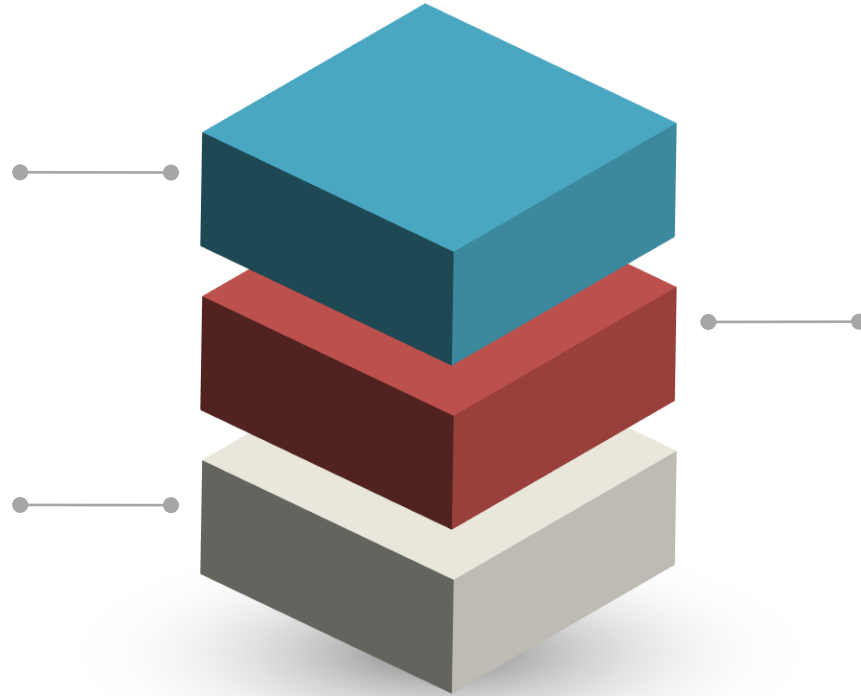
The 3 Bottom-line Client Outcomes

Remain On-track
To Goals

Always on-track to
your goals

Make better
financial decisions

Make **smart choices**
about your money in
all areas along the
way



Proactive on
financial issues

Take **Opportunities**
No **Surprises**

The Team Goal...

- ✓ ***The Team Goal:*** We will deliver The 3 Bottom-line Client Outcomes to every Ideal Client in a manner which exceeds their expectations.
- ✓ ***Measurement:*** The most direct measure of success of The Team Goal are consistent increases in The Annual Referral Rate™ (TARR)
- ✓ ***Success:*** We will have achieved The Team Goal when we are consistently experiencing five (5) Initial Client Interviews™ per week attributable to spontaneous unsolicited client referrals

The Annual Referral Rate™

- ✓ ***The DRIVER*** of The Team Goal is The Annual Referral Rate™ (TARR)
- ✓ TARR is the BEST and most direct measure of client satisfaction

The Annual Referral Rate™

TARR =

#IC Referrals over the past 12 months

÷

Current # of Ideal Clients

The Annual Referral Rate™

EXAMPLE

- ✓ 10 Ideal Clients currently
- ✓ 13 Ideal Client referrals received over the past 12 months

$$13 \div 10 = 1.300$$

The Annual Referral Rate™

- ✓ Calculate The Annual Referral Rate™ (TARR) to three (3) decimal points as you update it each month.
- ✓ Chart it on a graph (like a stock)... it's the trend of the line that matters most
- ✓ Distribute TARR calculation to all your SMEs monthly as you update it.
- ✓ Team Accountability: Make TARR a big deal and refer to it frequently during internal meetings and one-on-one interactions

Introducing The Team Goal



Onboarding Checklist

For a New Subject Matter Expert (SME)

The checklist of action items for every new SME

SME Name

SME Role

Date this Checklist was started

Action Item	Proposed Team Member Assigned	Actual Team Member Assigned	Date Completed/Updated*	
SME Introduced to AM as Project Leader/ Coordinator	TA			<input type="checkbox"/>
SME Orientation (of The Toolkit)	AM			<input type="checkbox"/>
SME Agreement Form (companion to SME "Getting Started" video)	AM			<input type="checkbox"/>
SME has submitted TBW processes for all 5 CPMs (due w/in first 30-days)	AM			<input type="checkbox"/>
Most recent SME Commitment Assessment Form	TA			<input type="checkbox"/>
Most recent SME Key Performance Measures Form	TA			<input type="checkbox"/>
The Team Goal				
Aware/Understands The Team Goal	TA			<input type="checkbox"/>
Accepted/Embraced The Team Goal	TA			<input type="checkbox"/>
Contributing to The Team Goal (scale of 1-10) <small>Pick One</small>	TA			<input type="checkbox"/>
Evidence this SME is capable of exceeding an IC's expectations <small>No</small>	TA			<input type="checkbox"/>
The Initial Team Exercises				
For Improving The Client Experience				
This SME has completed Exercise 1of4	TA			<input type="checkbox"/>
This SME has completed Exercise 2of4	TA			<input type="checkbox"/>
This SME has completed Exercise 3of4	TA			<input type="checkbox"/>
This SME has completed Exercise 4of4	TA			<input type="checkbox"/>
SME Expectations Conversation (One scheduled every 4-months)				
Conversation 1 of 3 for Year:	TA			<input type="checkbox"/>
Conversation 2 of 3 for Year:	TA			<input type="checkbox"/>
Conversation 3 of 3 for Year:	TA			<input type="checkbox"/>

*For each cell, note the date each checklist action item was completed or updated.
Empty Cells represent "Items still needed"

TA: Trusted Advisor (Team Leader)

AM: Administrative Manager (Team Coordinator/Project Leader)

SME: Subject Matter Expert (Person with skill and expertise in a narrow field of finance)

TBW: The BestWay™ method for documenting a process

CPM: client progress meeting

Make

The Team Goal

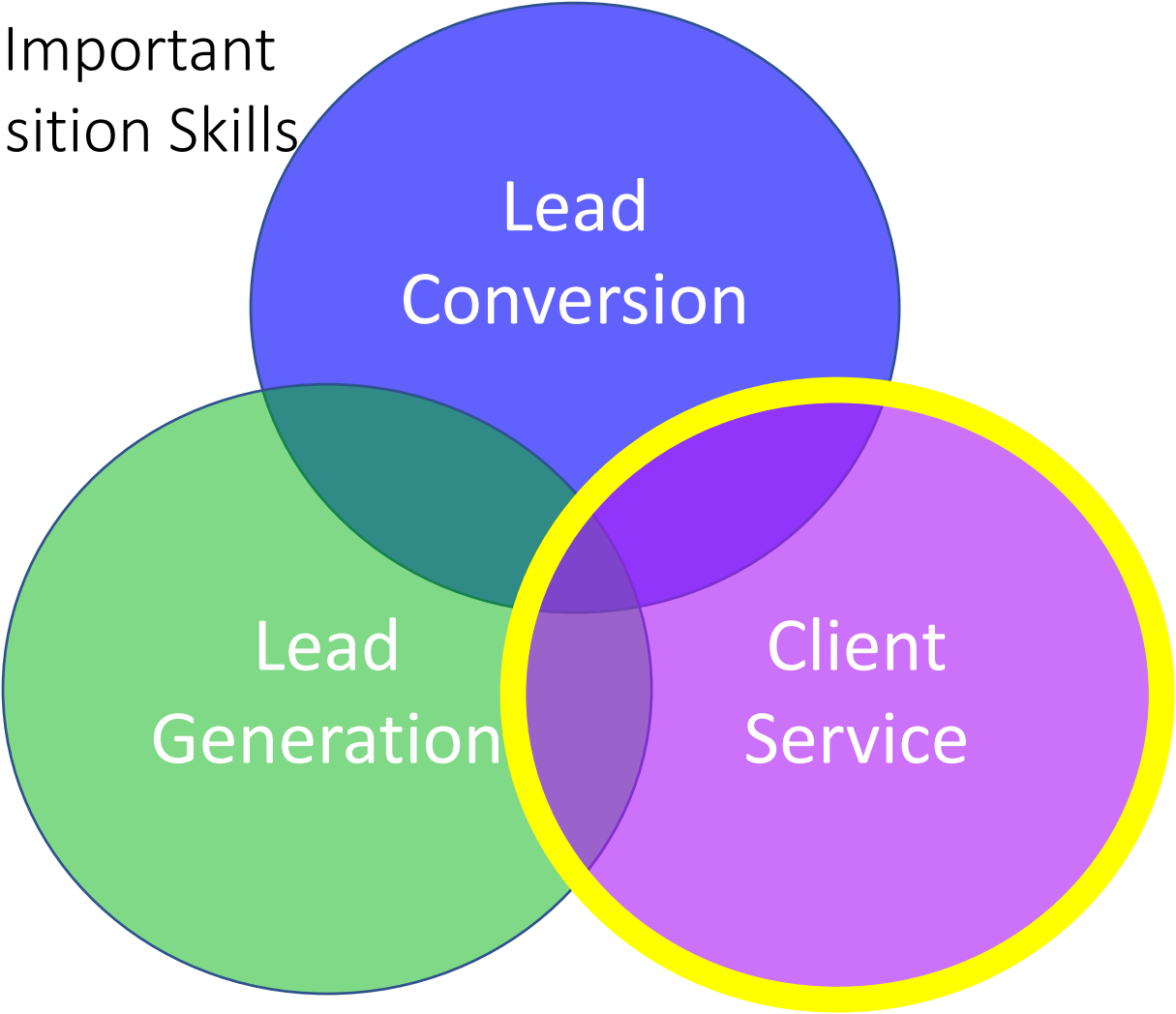
The focal point of your
leadership



What are the 3 areas of the business that every Financial Advisor must master?

Please remind me what you've said about that (I can't find my notes about that)

The 3 Most Important
Client Acquisition Skills





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.