



PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT **Monthly SessionTM**

February 19, 2019
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

To have the best experience today...

- ✓ Close your **email** program
- ✓ Close all **browsers**
- ✓ Turn off your **Phone**
- ✓ Multi-tasking **isn't** a thing (focus is the thing)

Have You Considered...

Something discussed today will be a **game-changer for your business?
...which could be easily missed **if you're not focused.****

Your
ADVISOR
PACT
TRANSPARENCY
PROTECTION
ATTENTION
COORDINATION
Pledge

To every Ideal Client



Filling SME Vacancies

Any tips related to
The Deliverables Team Recruitment Process™
you can share?

I'm currently working to fill my 2nd SME vacancy and am
trying to smooth-out the 12-step process.

Any advice?

The 12-Step Deliverables Team Recruitment Process™

12 Steps To Acquiring a Team Member

The Deliverables Team Recruitment Process is designed to be completed in 60 day's time, has twelve steps for acquiring each member of your team

Deliverables Team Member Recruitment Process Overview Video

In this 40 minute video Mark discusses the Administrative Manager's role in each of the 12 steps involved in acquiring a new Deliverables Team Member. After watching this video, review each of the pages in this section for a more in-depth walkthrough.

[Read More...](#)

Step 1: Establish Your Next Deliverables Team Member To Acquire

Identify and focus upon the next Deliverables Team Member you will acquire, according to the recommended sequence.

[Read More...](#)

Step 2: Create Your Best-in-Class Profile

Establish what Best-in-Class means for your Ideal Client Profile. The more complex your Ideal Client, the more skilled, experienced and capable your Deliverables Team will need to be.

[Read More...](#)

Step 3: Create a List of Candidates

Establish a list of candidates for the next vacant Deliverables Team role you are seeking to acquire

[Read More...](#)

Step 4: Initial Candidate Research

Before any contact with a candidate, you are wise to research each one as well as their firms.

[Read More...](#)

Step 5: The Research Call

A quick call to the candidate's office for the purpose of finalizing research is useful

[Read More...](#)

Step 6: Scheduling The Initial Discovery Meeting

This initial phone call to the candidate will be conducted by the Trusted Advisor

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Step 7: The Initial Discovery Meeting™

Conducting your first interaction with your Deliverables Team Candidate

[Read More...](#)

Step 8: The Best-in-Class Assessment Meeting™

Meeting at their office to observe the candidate's team in order to assess their skill and quality of work

[Read More...](#)

Step 9: The Internal Agreement Meeting

Preparing to structure a working arrangement with your candidate

[Read More...](#)

Step 10: The Deal Structure Meeting™

Meeting to structure the framework of a working arrangement with a candidate

[Read More...](#)

Step 11: Finalize Agreement

The process of "all parties agreeing"

[Read More...](#)

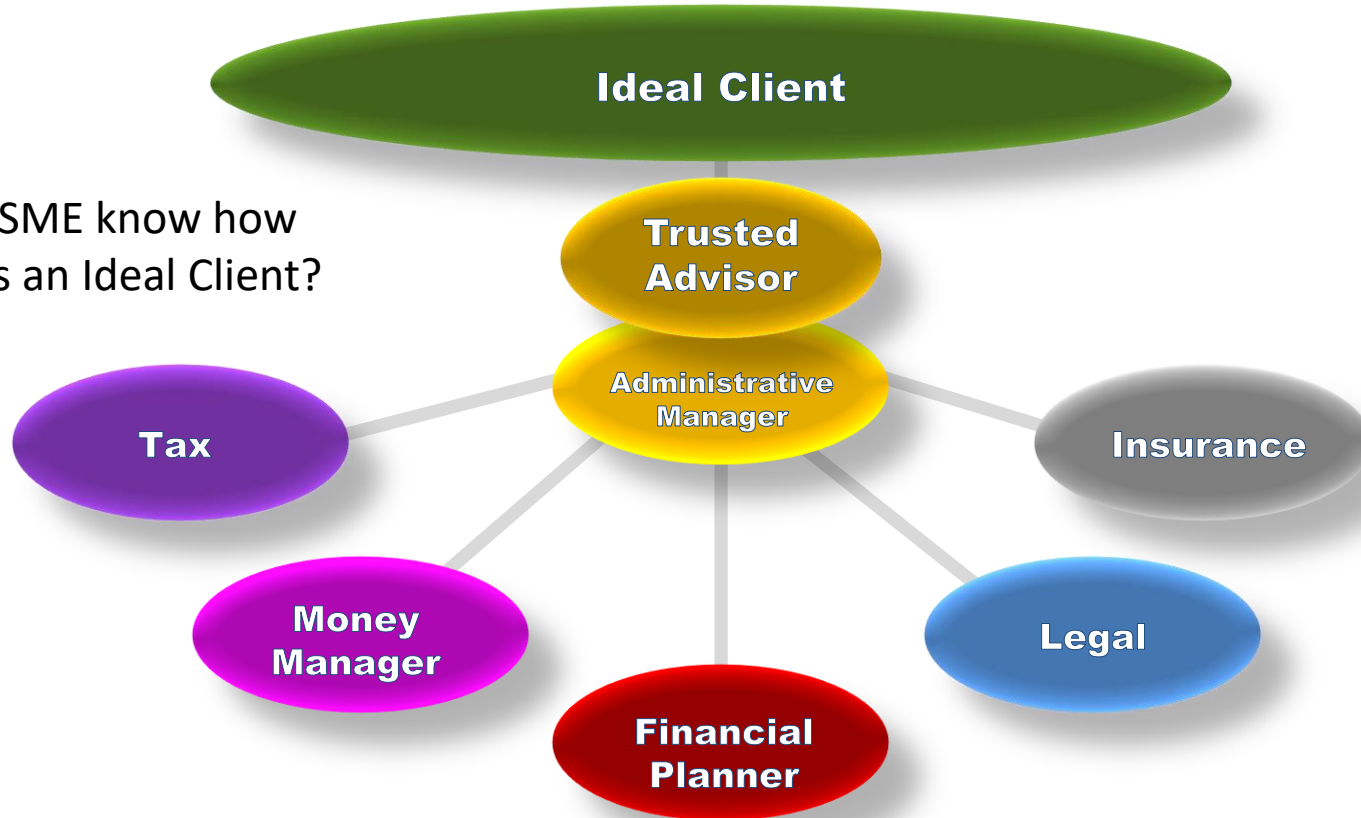
Step 12: Obtain SME Agreement Form

Formal or not, schedule a formal meeting to present (or discuss) what has been agreed upon

[Read More...](#)

Our Deliverables Team Structure

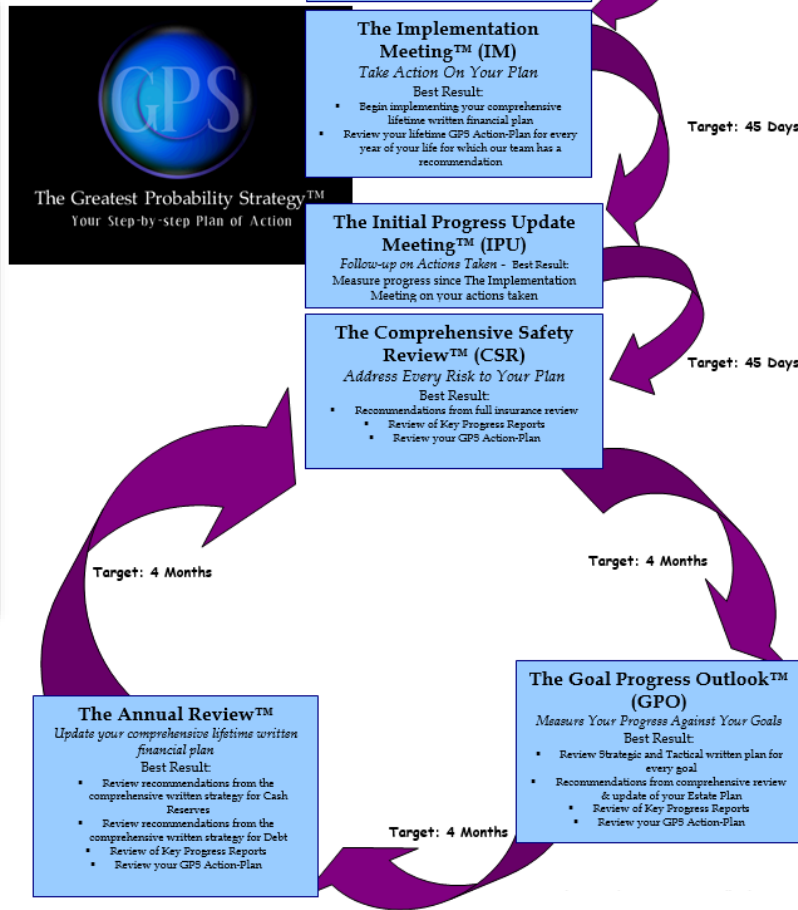
Does this SME know how to impress an Ideal Client?



We had lot's of questions related to The Three Meeting Process™ over the last few months.

So, if you've got questions, please "Contact Us"

The Three Meeting Process™



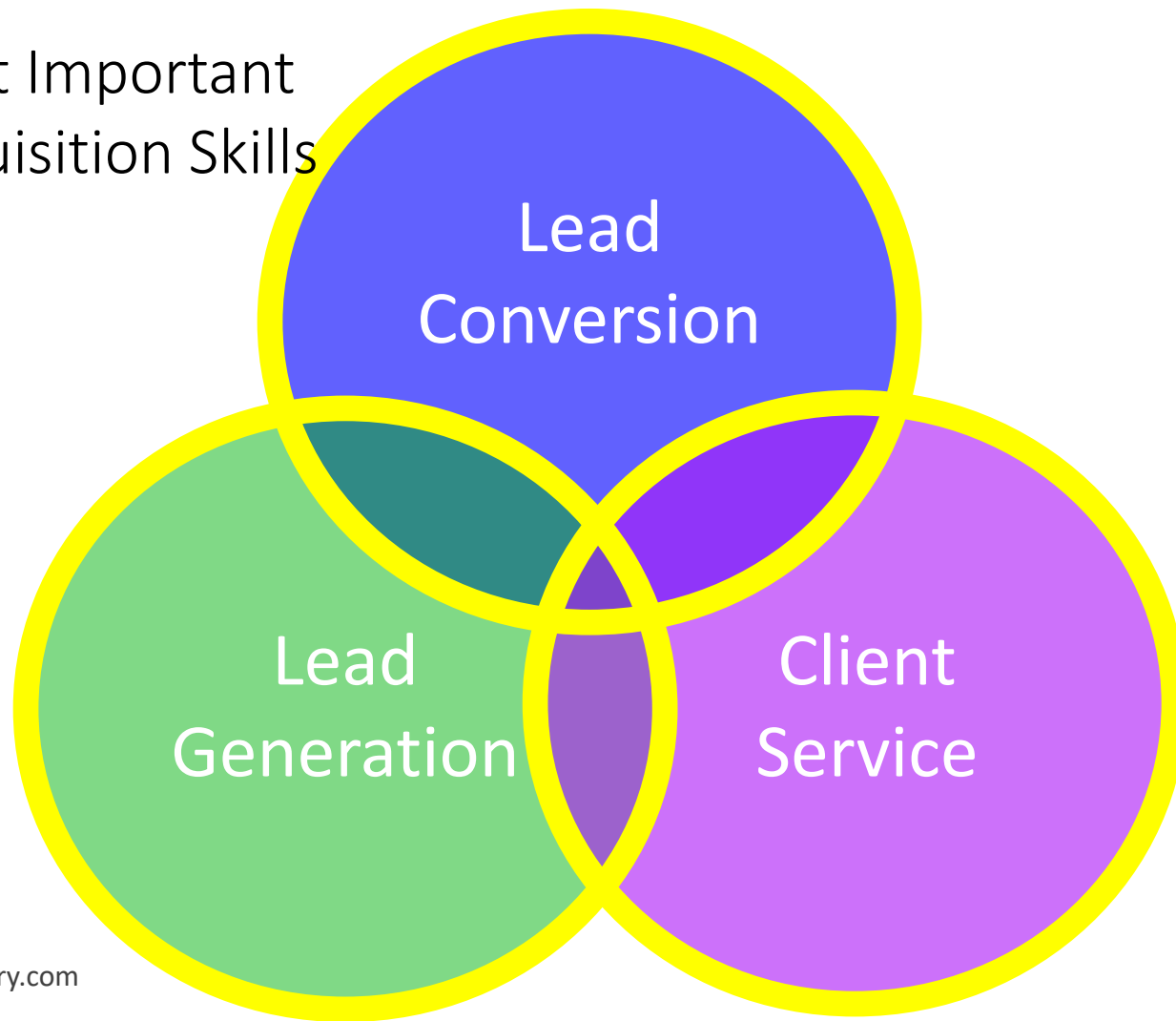


Lead Conversion

During The Financial Road Map[®],
when I get to *The Commitment to Hire Conversation*[™]
I often get lots of questions from Potential Ideal Clients
before they decide whether or not to hire me.

How did you respond to all these questions?

The 3 Most Important Client Acquisition Skills



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
443,610		27,034.100	
Debt		Insurance	
Now	Be	Now	Be
1,517,160		See Insurance worksheet on back of Financial Road Map	

Personal Goal Milestone

Financial Independence
\$100,000/year (net)
Jan 1, 2015

Happy
Relaxed

Personal Goal Milestone

Help Family Fund
100,000/year
Jan 1, 2015

Honored
Relieved

Personal Goal Milestone

Purpose w/ Grandkids x3
500,000
Aug 15, 2017

Fun
a blast
excited

Personal Goal Milestone

Dream Jacuzzi + Pool
125,000
Nov 21, 2015

Bubbly
Relaxed

The Initial Client Interview™

The Financial Road Map®

The Commitment to Hire Conversation™

Meets
ICP

How Much
Does It Cost?

What
Do I Get For
That?

What's
The Process
If I Agree?





The Ten Pivotal Questions™

The Ten Pivotal Questions™

- 1.) What do you do?
- 2.) How do deliver on that (what you promised to clients)?
- 3.) What kind of clients do you serve best?
- 4.) What keeps you in this business?
- 5.) Exactly how do you charge?
- 6.) What exactly do your clients get for what they pay you?
- 7.) Why should I work with you (over other advisors)?
- 8.) What's the process if I become a client?
- 9.) What makes you think I would make a good client?
- 10.) How can I be certain I can trust you (your firm)?

The Ten Pivotal Questions™

Mastering
responses to these
10 pivotal questions
will mean you can
skillfully respond to
literally **hundreds of**
different questions

The Ten Pivotal Questions™

"We help people make smart choices about their money so they can accomplish their goals for the reasons that are important to them"

THE TEN PIVOTAL QUESTIONS

- 1.) What do you do?
- 2.) How do deliver on that (what you promised to clients)?
- 3.) What kind of clients do you serve best?
- 4.) What keeps you in this business?
- 5.) Exactly how do you charge?
- 6.) What exactly do your clients get for what they pay you?
- 7.) Why should I work with you (over other advisors)?
- 8.) What's the process if I become a client?
- 9.) What makes you think I would make a good client?
- 10.) How can I be certain I can trust you (your firm)?

1.) What do you do?

Prior to The Initial Client Interview™ (Your new simplified reputation): "I'm a specialist in the financial services industry. I have a highly unique focus. I help individuals clarify all the most important considerations around a significant financial issue being faced, very often just before a person is scheduled to sit down with their Financial Advisor to explain the issue."

During The Initial Client Interview™: "I coordinate all the personal financial affairs for a small community of affluent families who all have a number of specific things in common with each other."

EXTENDED (upon request only): I founded my comprehensive financial services business about ____ years ago to help families get their "financial house" in perfect order and keep it there that way for the rest of their lives. Our challenge is to create the greatest probability my clients accomplish all their goals. So we do that by ensuring each client is on-track in every area of personal finance at all times.

2.) How do deliver on that (what you promised to clients)?

Simple, my job is to first create a comprehensive written lifetime financial strategy & then hold everyone on the team accountable to that overarching strategy at every step along the way, including you, just to ensure the plan unfolds exactly as it should... with no surprises.

To ensure every client remains on-track to all of the financial goals they set, we conduct a comprehensive client progress meeting at least once every four months so that if anything drifts even slightly off-track, we're ready with the recommendations required to get back on-track.

3.) What kind of clients do you serve best?

We have a small community of client families who mostly live within a ten-mile radius of our office, since all of our clients place a premium on convenience.

[OPTIONAL – if needed: I've noticed that our clients enjoy simplicity and are happy that we're willing to take-on a client's financial to-do list for them. We're told it's unusual. That it's hard to find a professional who's willing to pitch-in and make sure the to-do list actually gets done, rather than just

Exceeding Client Expectations



I understand the key to this program is to study my Ideal Client's expectations and then consistently exceed them.

What do we do when an Ideal Client reaches one of their goals?

How do we show their success?

Celebrating Success

When a client achieves a goal

Here are some things I've observed TAs doing to celebrate client goal achievement

1

Always make it a point to call to congratulate on the goal date (both spouses)

2

Send handwritten card signed by your entire team (with comments by each)

3

Send a gift to celebrate the achievement (tie-in with the goal if possible)

4

Schedule your routine client luncheon program around Ideal Clients' goal dates

THE MASTER GOAL TRACKER™

Tracking all your clients' goals on a single spreadsheet

12 Columns

Trusted Advisor
ToolKit.com

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You are here: Home / Team Workareas / Mark Little's Team

View Edit

Master Goal Tracking for: Mark Little's Team

Go back to: Mark Little's Team [\[Show Archived Goals\]](#)

Sort By: Target Date (Order Priority) Refr ☐ Reversed ☐ TIC as of Mar_31: (28/34_FlawedGoals)

Client(s)	Goal	Category	Target Date yyyy/mm/dd▼	Order	Goal Amount	Freq	Fund via	Funded Amount	Current Amount	As Of Date yyyy/mm/dd	Goal Status	Linked (notes)	TIC_goals on_Mar_31
Stephens, Samantha & Darrin	College Fund for Tabatha	Education	2019/11/30	003	\$120,000	Once	Acct	\$120,000	\$120,000	2019/02/19	FUNDED	(notes)	OK
Smith, Ted & Lynn	Dream Jacuzzi & Pool	Other	2019/11/21	004	\$135,000	Once	Acct	\$148,910	\$0	2019/02/19	OffTrack	blueprint	OK
Spector, Harvey	New Firm Start-up Fund	Other	2019/11/14	001	\$3,500,000	Once	Acct	\$3,978,000	243,102	2017/07/24	OnTrack	(notes)	(blueprint)
Skywalker, Luke	Retire from The Force	Fin-Indep	2019/09/20	001	\$9,500	/Mo	Acct	\$2,980,000	\$2,110,000	2017/07/10	Ahead	(notes)	(AsOfError)
Castle, Rick	Wedding Fund for Alexis	Wedding	2019/08/19	001	\$1,000,000	Once	Acct	\$1,089,000	\$125,676	2017/07/23	OnTrack	(notes)	(AsOfError)
Smith, Ted & Lynn	Europe with Grandkids (3x)	AwayTime	2019/08/15	003	\$500,000	Once	Acct	\$580,530	\$0	2019/02/19	OffTrack	blueprint	OK
Spector, Harvey	Send Mike Ross To Harvard	Education	2019/08/05	003	\$75,000	/Mo	Cash	\$37,500	\$37,500	2019/02/19	OnTrack	(notes)	(blueprint)
Spector, Harvey	Send Mike Ross To Harvard	Education	2019/08/05	002	\$75,000	/Mo	Cash	\$37,500	\$37,500	2019/02/19	OnTrack	(notes)	(blueprint)
Cleaver, Ward & June	Rehab for Wally	Family+	2019/07/21	002	\$15,000	Once	Acct	\$15,000	\$15,000	2019/02/19	FUNDED	(notes)	OK
Caffrey, Neil	Fisker of my Own	Vehicle	2019/05/21	002	\$160,000	Once	Acct	\$160,000	\$160,000	2019/02/19	FUNDED	(notes)	(blueprint)
Skywalker, Luke	Light Sabre Collection	Other	2020/12/02	005	\$64,991	/Yr	Acct	\$69,988	\$52,609	2017/07/13	OnTrack	blueprint	(AsOfError)

Achieving a Goal is a big deal to your client.

You making it a big deal too will be appreciated.

The Master Goal Tracker™ will help you exceed your clients' expectations by never allowing the date to pass unnoticed.



Increasing your
success in
The Advisor P.A.C.T.
Monthly Program™

You are here: [Home](#) / [Advisor PACT™ Monthly](#)

Advisor PACT™ Monthly

"Contact Us" link
is found on
every page in
our system

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

The 1st Fifteen Modules

The Monthly Project™



The Essential Concepts Of Advisor PACT

In this 9-part audio series, Mark McKenna Little and Ian F. Hood reveal a profoundly different perspective on 9 essential topics including: client acquisition, client retention, what clients really want from "The Client Experience" and how to align your business with what you and your clients really care about.

[Read more...](#)



Vision and Goals | For Financial Advisors

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-step through building your ideal Client Community.

[Read more...](#)



Potential Client Interaction Time

Learn why the most important number to track is the amount of time you spend interacting with potential clients, and begin tracking your PCI Time immediately.

[Read more...](#)



The Role of the Administrative Manager

Your Administrative Manager is not an administrative support person—they are the Project Leader.

[Read more...](#)



Hiring an Extraordinary Administrative Manager

Master the ten steps to hiring an extraordinary Administrative Manager who will serve as your Project Leader for good and your team.

[Read more...](#)



The Deliverables Team Recruitment Process

Acquire 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 effort to improve your client experience.

[Read more...](#)



The Ten Client Deliverables, Course 1 of 2

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

[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 Ogi-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 Extraordinary Client Experience

While the entire Advisor P.A.C.T.™ Monthly program is designed to help you deliver an extraordinary client experience, this module will give into some simple ways you can start moving in that direction right away.

[Read more...](#)



The Annual Referral Rate and Referability Dashboard

By exceeding client expectations, you can increase the quantity and quality of referrals you receive.

[Read more...](#)

The Trusted Advisor Toolkit Fast Track

February 19, 2019

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ADVISOR PACT



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.