



PROTECTION ATTENTION COORDINATION TRANSPARENCY

# **The Advisor PACT** **Monthly Session<sup>TM</sup>**

March 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**

# What did you do differently?

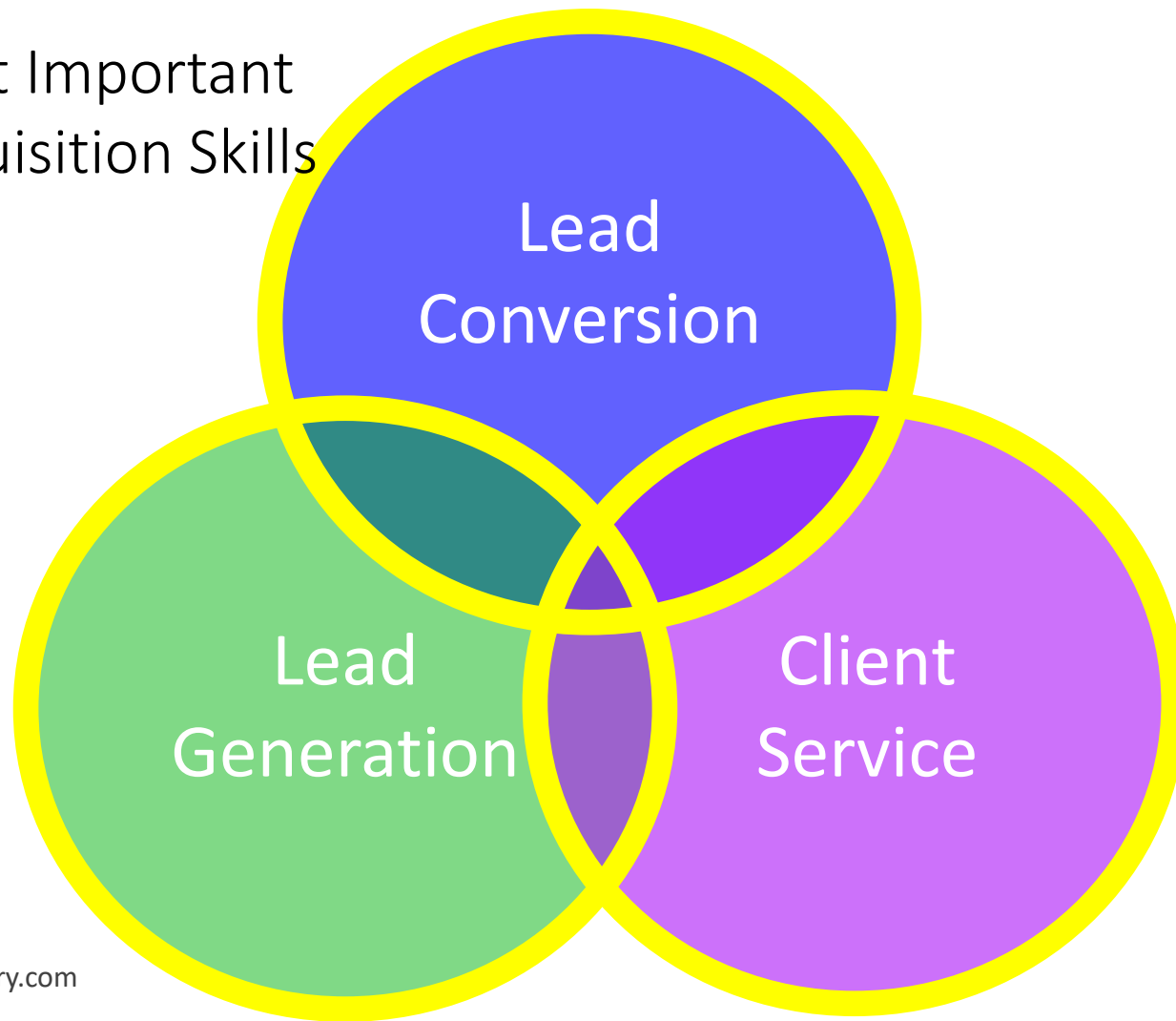


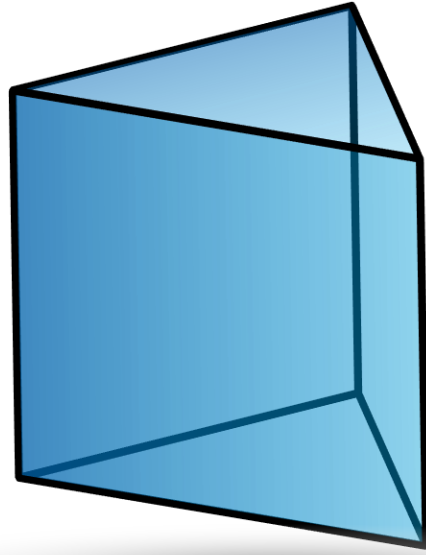
Mark, In an interview with Bill Bachrach I once heard you say you acquired nearly 2 ½ Ideal Clients every month, on average, for many years. Is that correct?

So, what did you do differently from other Financial Advisors?

I've been a successful Financial Advisor for more than 10 years and nobody in my firm has ever acquired Ideal Clients consistently at that pace.

# The 3 Most Important Client Acquisition Skills





My process was quite different, but very simple...

# What I knew that had to be different...

## Lead Conversion

- Needed this to be a 1-meeting process (not 3 meetings)
- Had to be a compelling experience (knock your socks off)
- Had to be valuable whether we ended up doing business together or not.

## Build a Skilled Professional Service Team

- I want to focus on clients, face-to-face or on-the-phone (not stare at my computer in the office)
- There are tons of skilled professionals all over the place
- I didn't want to increase my already large payroll ... (until this model is proven)

## Client Service

- Deliver Truly Comprehensive Financial Services™
- Build a community of Ideal Clients (only)
- Keep improving service levels until every Ideal Client tells us we're indispensable

## Lead Generation

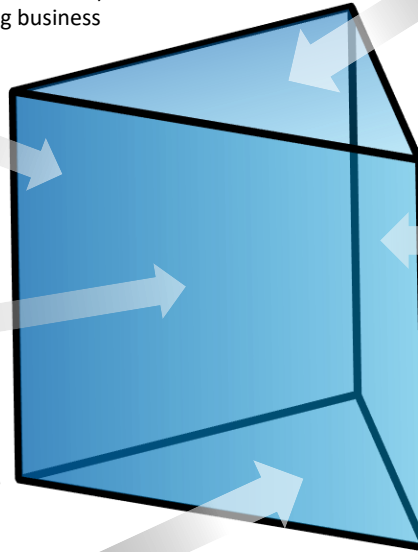
- Figure out where my Ideal Clients are hanging out
- Know exactly what to say when I meet one
- Have tons of people wanting to sit down to talk business with me

## Establish a service process and timeline

- I wanted a baseline minimum-level of Comprehensive Financial Services
- Research shows Ideal Clients don't like meeting too frequently
- Research shows Ideal Clients complain they don't know when their next meeting will be

## Establish *The Team Goal*

- ✓ A goal every team member embraces
- ✓ A goal every team member can control
- ✓ A goal that's easily measured monthly
- ✓ A "finish line" so everyone knows when we've achieved it



# What I do differently is so simple...

## Lead Conversion

- The Financial Road Map®
- Clients bring all documents to the initial meeting
- I could establish in less than 1 hour whether potential client meets my Ideal Client Profile
- Meeting is valuable no matter what happens

## Lead Generation

- I'm out of the office most of the time
- I got the people I know to introduce me to people I don't know (Marketing 101 Make a List Project)
- I became active in my community at a very high level (Fishing in The Right Ponds)

## 5 Skilled Subject Matter Experts

- Subject Matter Experts serve my Ideal Clients
  1. Financial Planning Subject Matter Expert
  2. Tax Planning Subject Matter Expert
  3. Estate Planning Subject Matter Expert
  4. Money Management Subject Matter Expert
  5. Insurance Subject Matter Expert
- They were paid only as I acquired each new Ideal Client

## Client Service

- Truly Comprehensive Financial Services™
- Hold team accountable to consistently exceeding Ideal Clients' expectations
- Hold team accountable to being "indispensable" to each Ideal Client.
- Measure success by consistently increasing The Annual Referral Rate™ (TARR)

## The Three Meeting Process™

- Meet with every Ideal Client at least once every 4 months
- Schedule all meetings 12-months in advance
- The Ten Client Deliverables™
- Annual Checklist: 142 Deliverables Checkpoints™



# What I see advisors doing wrong...

## Lead Conversion

- Lead Conversion is too complicated (multiple meetings)
- The Initial Client Interview™ is NOT compelling
- The Lead Conversion process is NOT valuable whether or not you decide to work together

## Lead Generation

- In the office too much
- Don't go where Potential Ideal Clients are
- Don't know how to be compelling when meeting potential clients

## 5 Areas of Personal Finance

- If there is a team, it's a referral arrangement (no accountability or minimum service standards established)
- No Advisor PACT™ (The Four Client Expectations™)
- No overarching strategy in place (to measure success against)
- No oversight (no peer review)

## Client Service

- Client deliverables are confusing (not specific)
- Services not focused on what your Ideal Client wants from the relationship (client-driven services)
- Clients' expectations not consistently exceeded (no attempt to become indispensable)
- No Team Goal
  - (or team has no idea when The Team Goal has been achieved)

## The Routine Meeting Process

- Reactive rather than proactive service process
- Either meet with Ideal Clients too frequently or too infrequently
- Not customized agenda (don't discuss issues clients feel are most important)
- Ignore measures of success clients feel are most important (on-track v. off-track)



Increasing your  
success in  
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](http://www.AdvisorPACTpledge.com)**

## Advisor PACT™ Monthly

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

# The 1<sup>st</sup> 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 a Project Leader for your business.

[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 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 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 dive 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

March 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.