ADVISOR PACT™

PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT Monthly Session™

July 16, 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…

- ✓ Turn everything **else** off.
- ✓ For the next hour, don't check **emails**
- ✓ Close all **browsers**
- ✓ Turn off your **Phone**
- ✓ Multi-tasking **isn't** a thing (focus is the thing)

Have You Considered…

Something discussed today might just be a game-changer for your business?
You might miss it… if you're not focused.

Your ADVISOR PACT Pledge

PROTECTION

ATTENTION

COORDINATION

TRANSPARENCY

To every Ideal Client

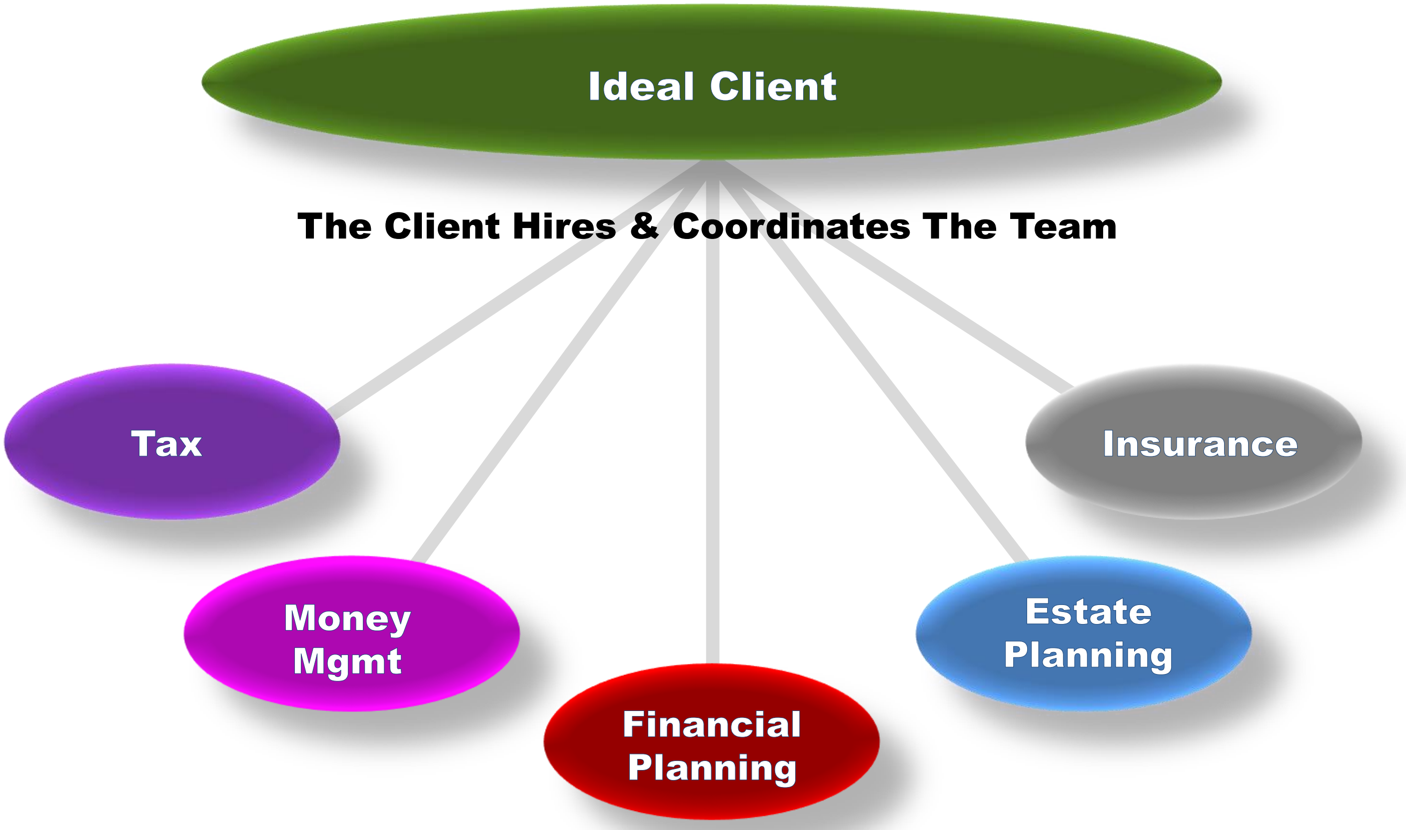
Director of Client Services?

In past sessions I’ve heard you mention a role on the team called ***Director of Client Services***.

What is this position & how is it different from the ***Administrative Manager*** role?

How many total people will there be on my Client Deliverables Team once my team is fully built?

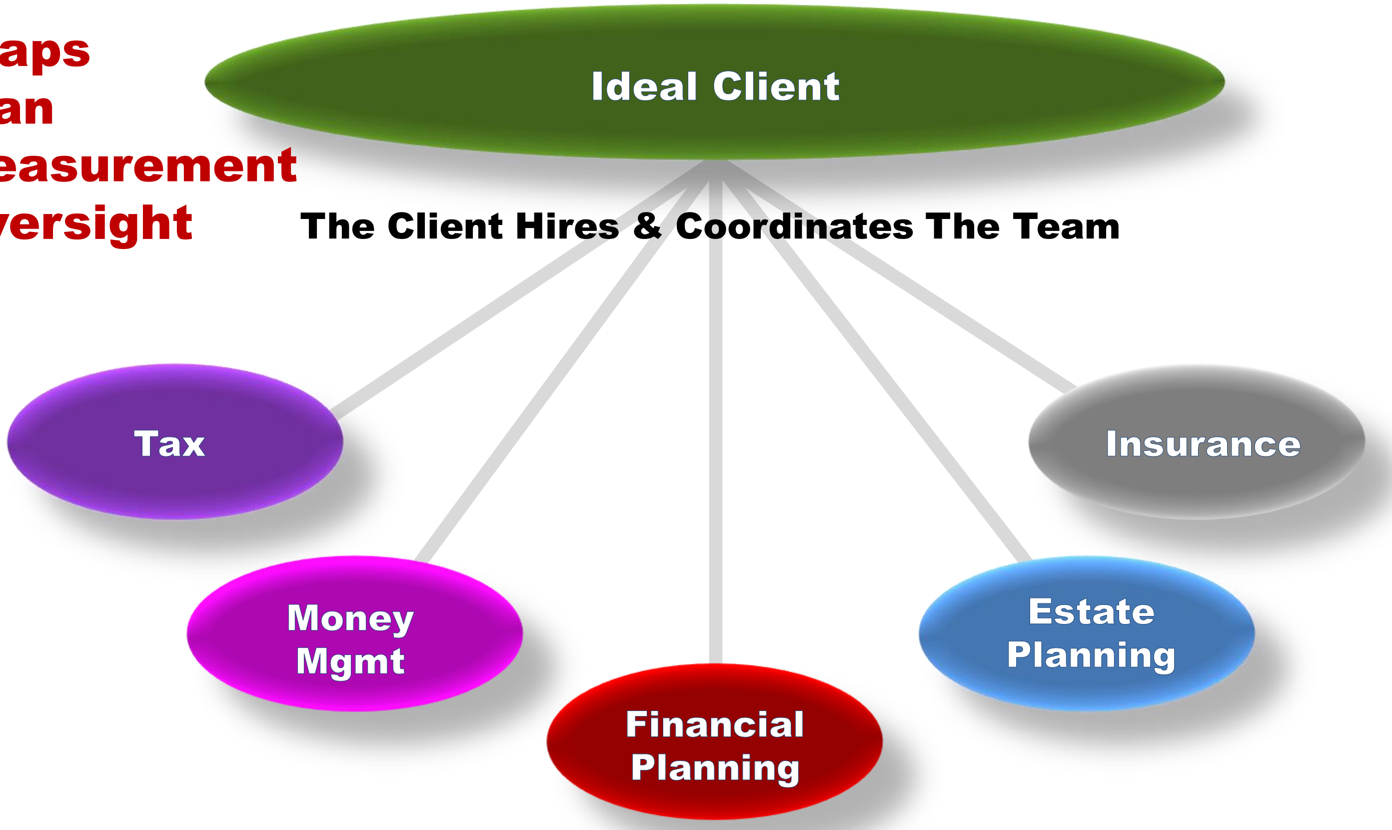
The Traditional Financial Services Business Model



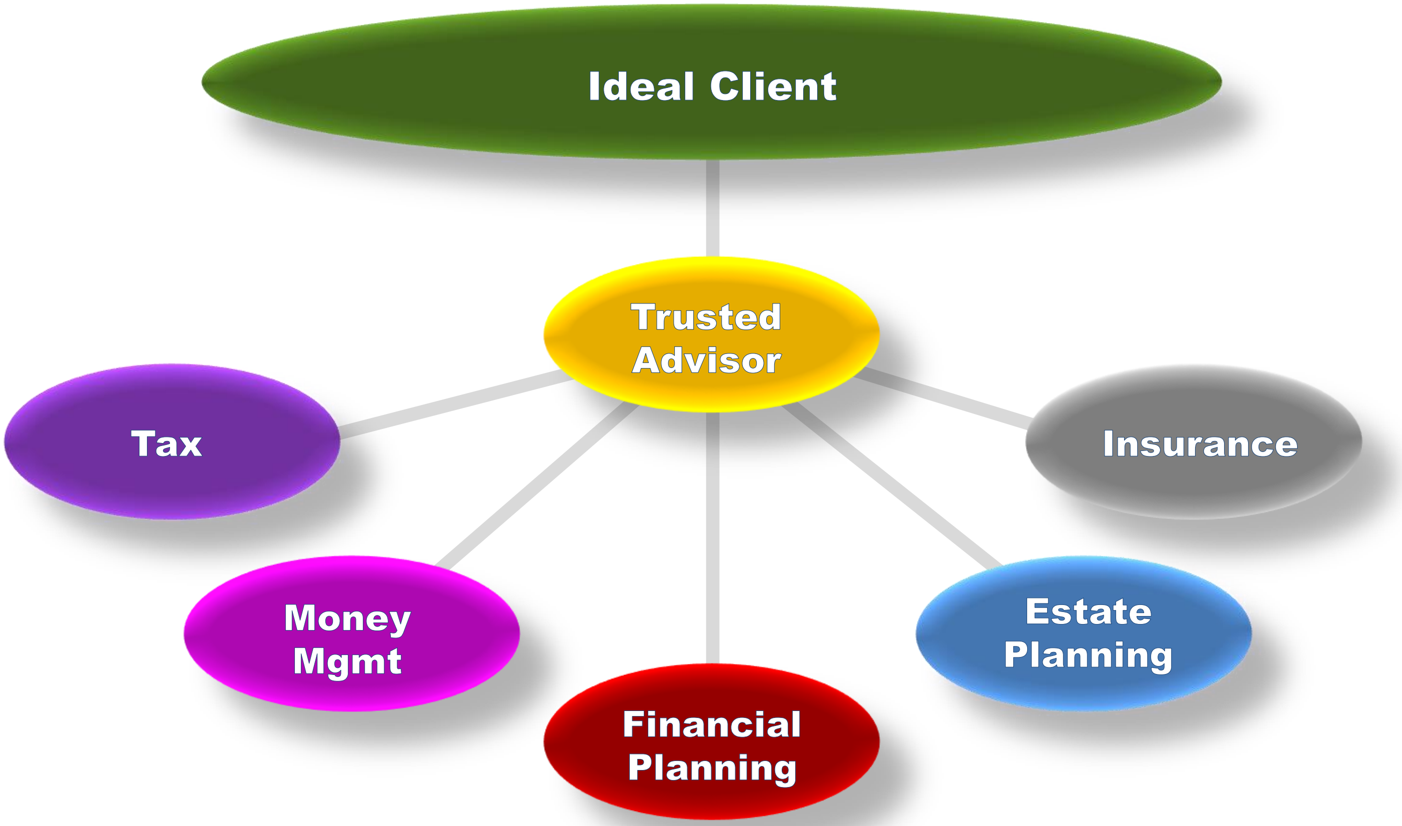
The Traditional Financial Services Business Model

Usual Gaps

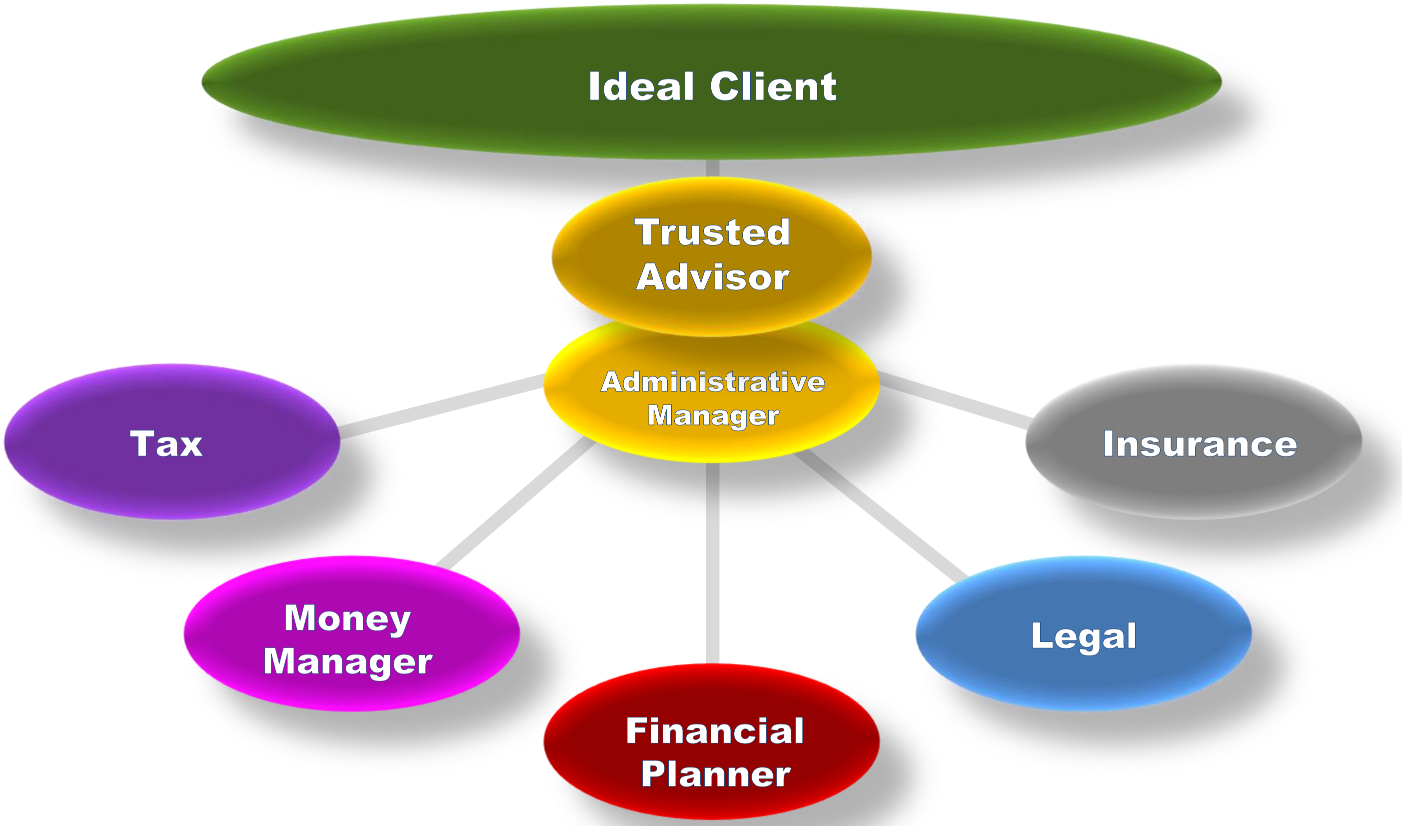
- ✓ No Plan
- ✓ No Measurement
- ✓ No Oversight



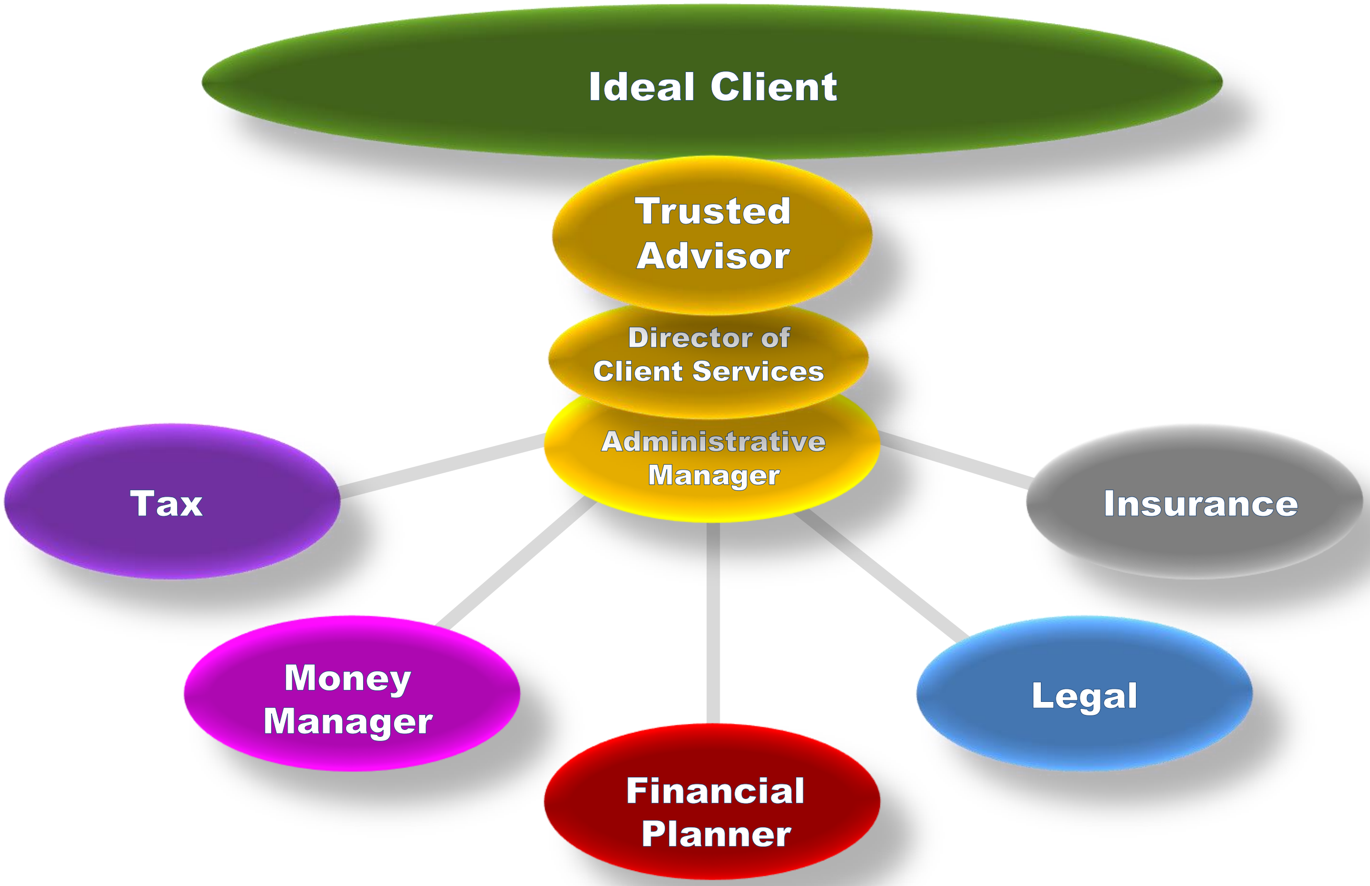
Our Business Model is different

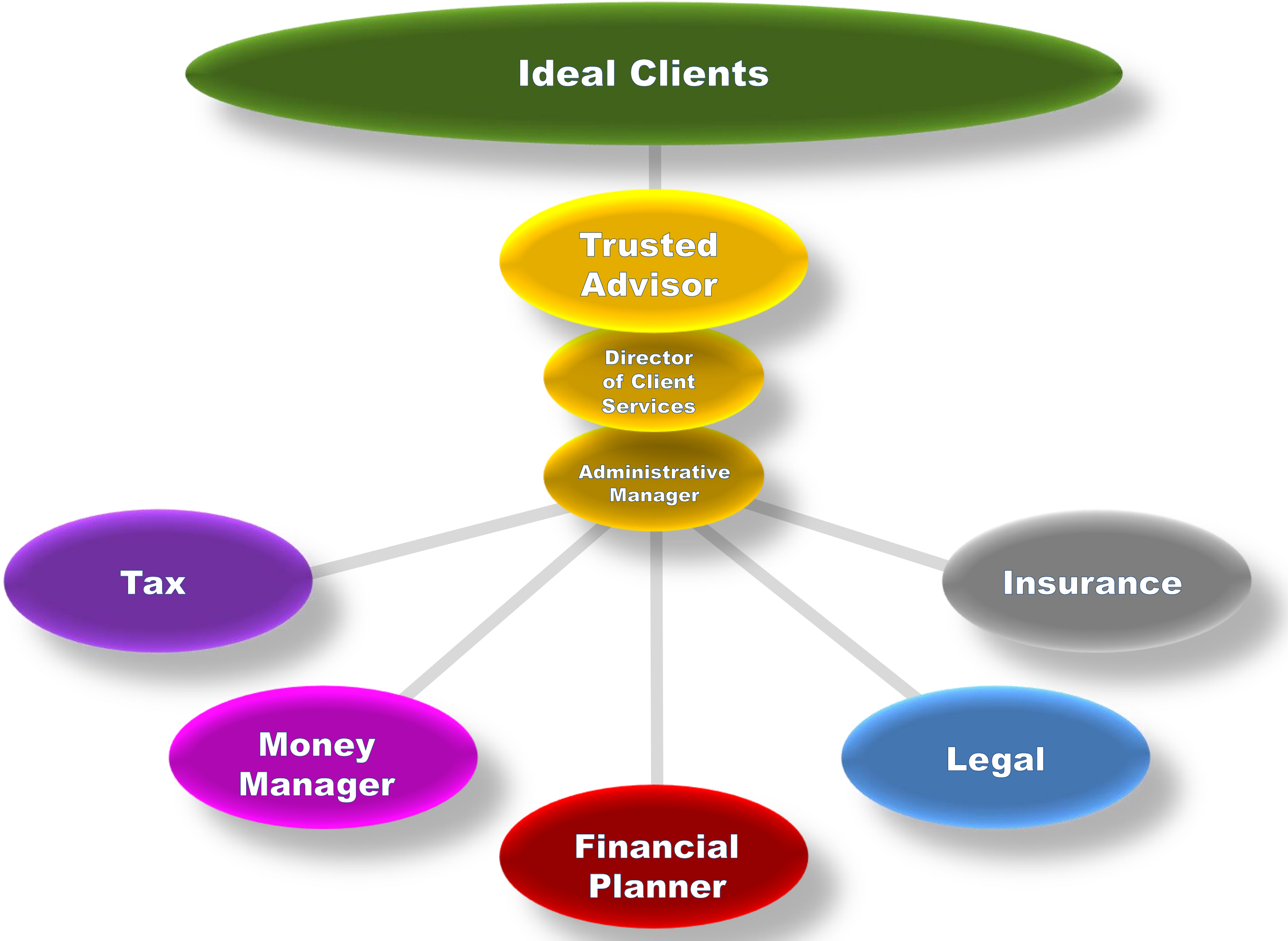


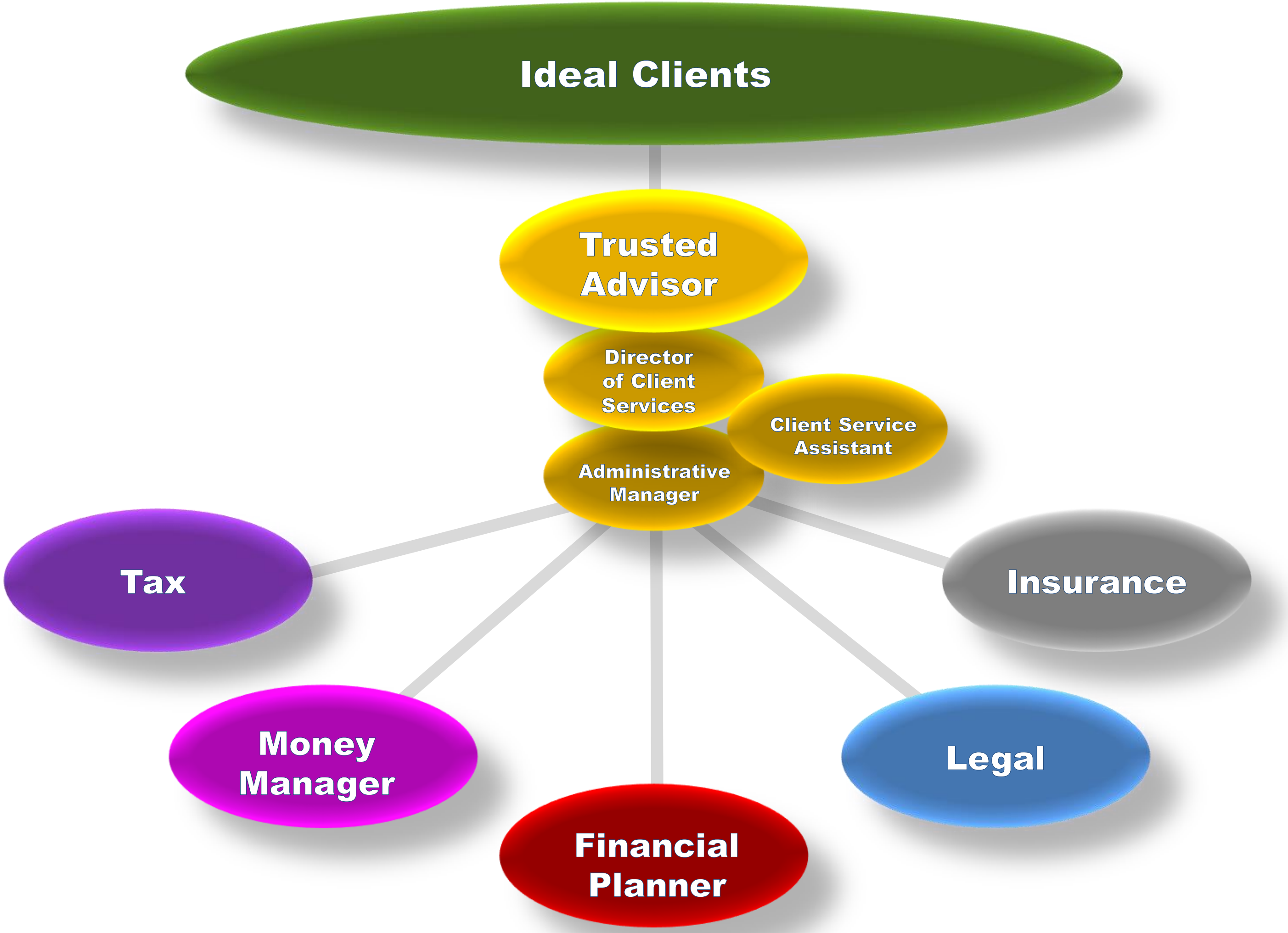
Our Deliverables Team Structure



Our Deliverables Team Structure



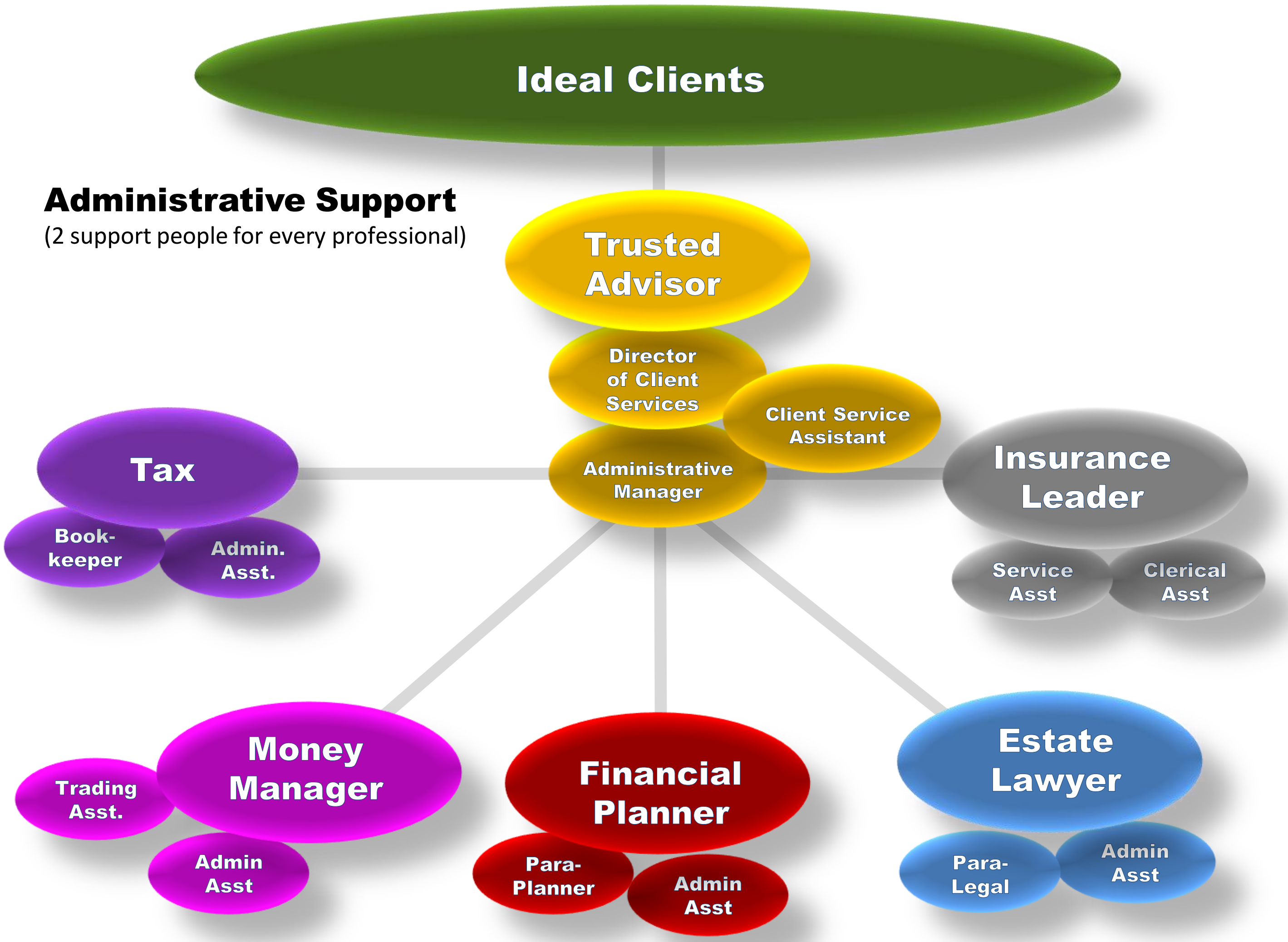

Ideal Clients
Trusted Advisor
Director of Client Services
Administrative Manager
Tax
Insurance
Money Manager
Legal
Financial Planner

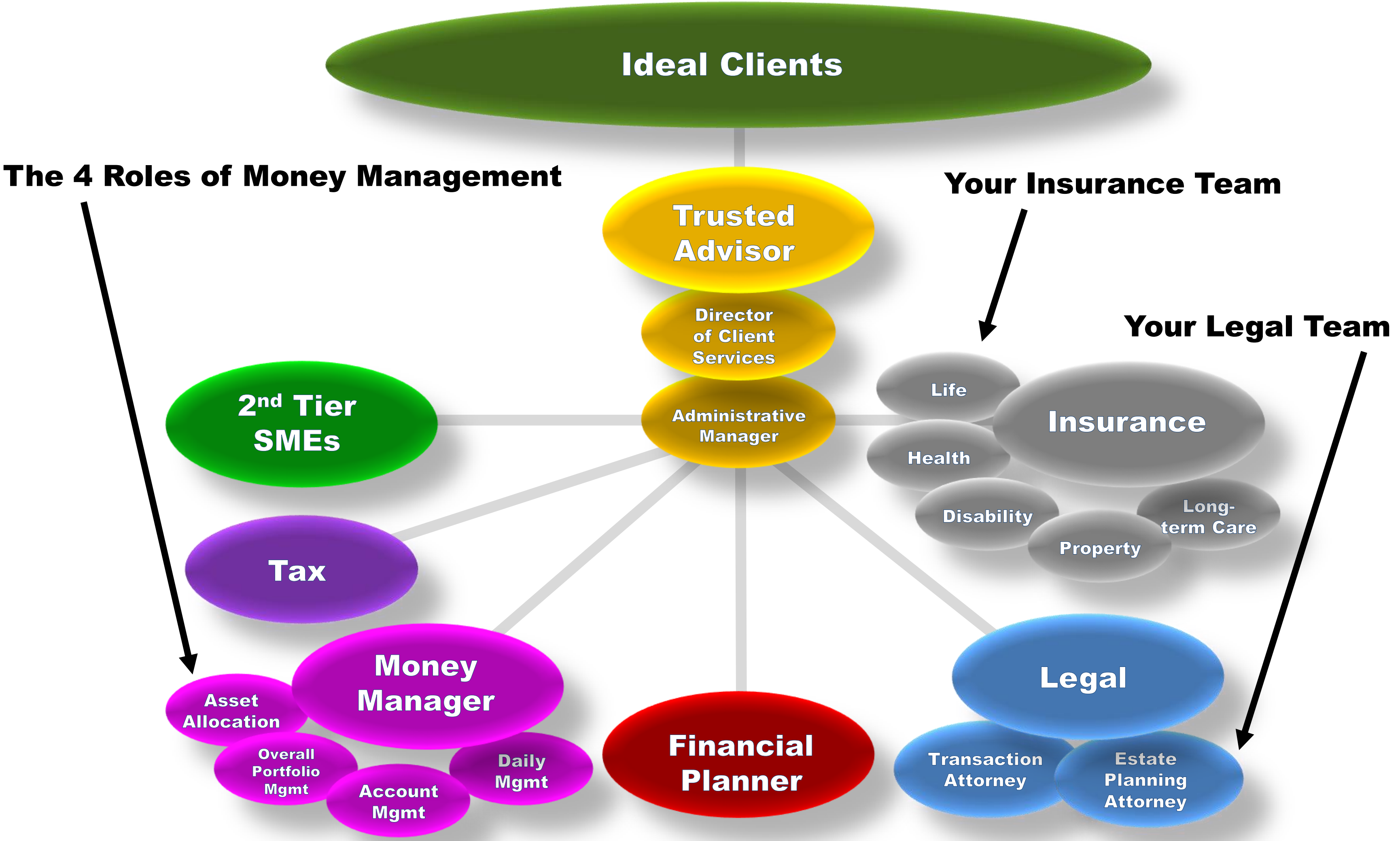


Ideal Clients
Trusted Advisor
Director of Client Services
Client Service Assistant
Administrative Manager
Tax
Insurance
Money Manager
Legal
Financial Planner

Administrative Support

(2 support people for every professional)

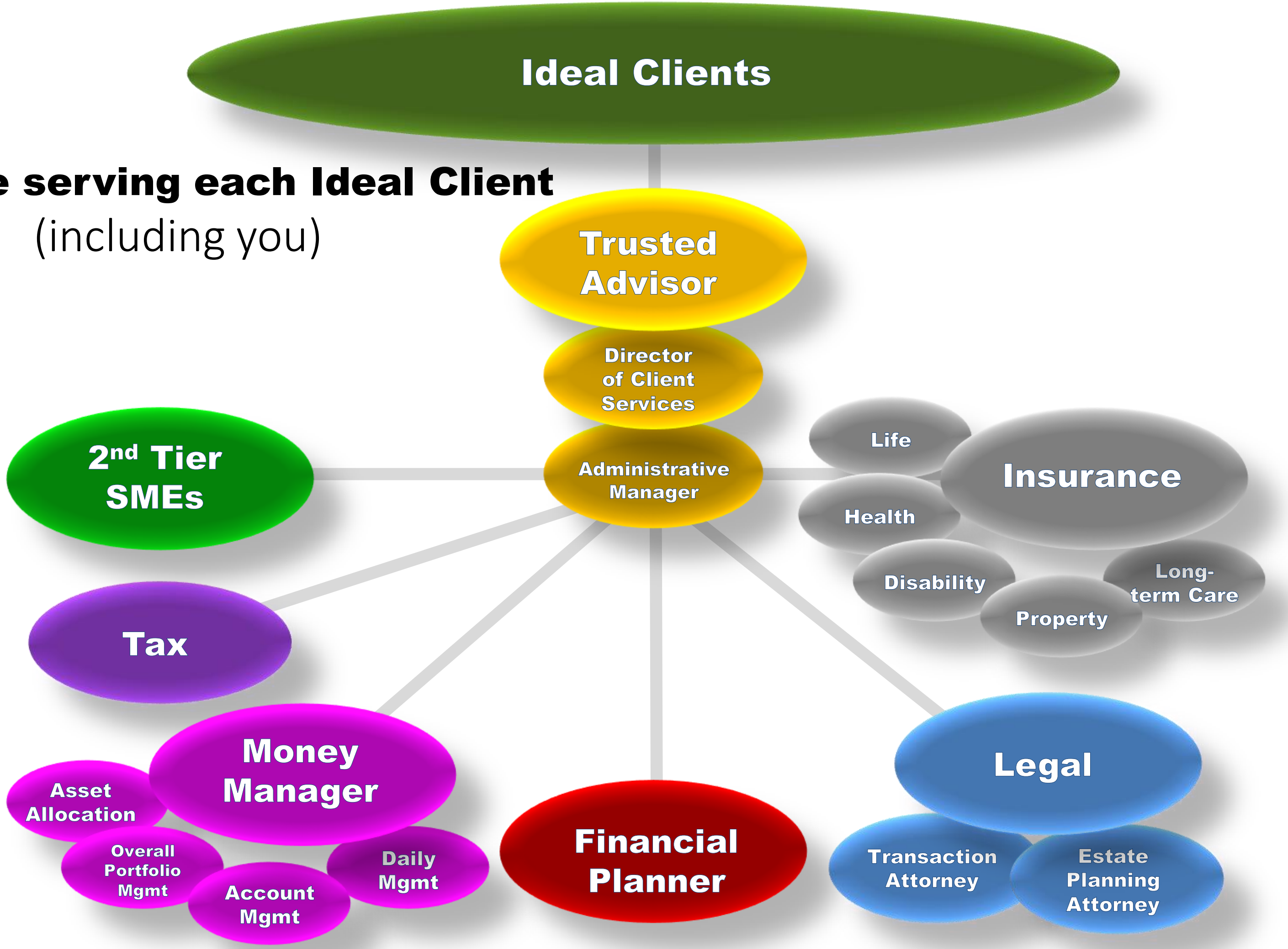



Ideal Clients
The 4 Roles of Money Management
Your Insurance Team
Your Legal Team
Trusted Advisor
Director of Client Services
Administrative Manager
2nd Tier SMEs
Tax
Money Manager
Asset Allocation
Overall Portfolio Mgmt
Account Mgmt
Daily Mgmt
Financial Planner
Life
Insurance
Health
Disability
Property
Long-term Care
Legal
Transaction Attorney
Estate Planning Attorney


Ideal Clients
3 on your payroll
Trusted Advisor
Director of Client Services
Administrative Manager
26 on your SME's teams
(including support people)
2nd Tier SMEs
Tax
Money Manager
Asset Allocation
Overall Portfolio Mgmt
Account Mgmt
Daily Mgmt
Financial Planner
Legal
Transaction Attorney
Estate Planning Attorney
Insurance
Life
Health
Disability
Property
Long-term Care

30 People serving each Ideal Client

(including you)



SME is good but not great

I have now filled two Subject Matter Expert vacancies using The 12-Step Deliverables Team Recruitment Process™ module you provide.

It has made a world of difference and my 4 Ideal Clients are constantly commenting about the increase in expertise here in my business. So my Ideal Clients have definitely noticed the upgrade in services.

However, with one of my SMEs, my Tax Planning Subject Matter Expert, while her technical skills are excellent she doesn't seem to have much of an organized forward-tax-planning process and we haven't yet seen any extraordinary recommendations. Everything so far has been standard, cookie-cutter, client action items. Is this normal? I'm not sure what I expected, but what can I do?

The 12-Step
Deliverables Team Recruitment Process™

- ✓ Fill each SME Vacancy in **less than** 60-days
- ✓ Have **at least 3** SME Candidates as finalists so you can assess strengths & make a choice.
- ✓ Ensure your final SME chosen is both technically skilled –***and***- understands how to impress Ideal Clients.

The 12-Step
Deliverables Team Recruitment Process™

- ✓ Fill each SME Vacancy in **less than** 60-days
- ✓ Have **at least 3** SME Candidates as finalists so you can assess strengths & make a choice.
- ✓ Ensure your SME chosen is both technically skilled –***and***- understands how to impress Ideal Clients.

The 12-Step
Deliverables Team Recruitment Process™

Requirements to achieve all that...

1. A strong & capable Administrative Manager
2. Willingness to identify at least 100 SME Candidates
3. Perseverance to continue interviewing until you have at least 3 skilled finalists

The 12-Step
Deliverables Team Recruitment Process™

Division of labor…

Administrative Manager Role:

1. Project Leader, ensuring this project **moves forward every week**
2. **Identifies** SME Candidates

The 12-Step
Deliverables Team Recruitment Process™

Division of labor…

Trusted Advisor Role:

1. Conducts **all** interactions with SME Candidates
2. Makes the final **decision** (decisive)

The 12-Step Deliverables Team Recruitment Process™

- ✓ **Steps 1-3:** Finding SME Candidates (AM)
- ✓ **Steps 4-5:** Researching candidates (AM)
- ✓ **Steps 6-9:** Vetting SMEs. Process of elimination (TA)
- ✓ **Steps 10-12:** Structuring a deal with the finalist chosen

The 12-Step
Deliverables Team Recruitment Process™

Master The 3 Trusted Advisor Meetings…

1. The Initial Discovery Meeting™ (meet & greet)
2. The Best in Class Assessment Meeting™ (assess)
3. The Deal Structure Meeting™ (with the finalist)

The 12-Step
Deliverables Team Recruitment Process™

Master The **3** Trusted Advisor Meetings…

2. The Best in Class Assessment Meeting™ (assess)

The 12-Step
Deliverables Team Recruitment Process™

Master The **3** Trusted Advisor Meetings…

The Best in Class Assessment Meeting™

(BICA)

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

- ✓ They do all the talking (you talk very little)
- ✓ They must currently be working with people who meet your Ideal Client Profile.
- ✓ They walk you step-by-step through their process for Ideal Clients
- ✓ You must be impressed (or politely disengage)

The 12-Step

Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

1 of 5: Walk me step-by-step through the process you've created to **exceed** Ideal Clients' expectations

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

2 of 5: After your initial client meeting, what’s the first **milestone** in your process? Walk me step-by-step up to that milestone.

The 12-Step

Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

3 of 5: I’m interested in each phase of your ongoing service process. What do you do in… The first 30days?

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

3 of 5: I'm interested in each phase of your ongoing service process. What do you do in… The next 30days (1st 60)?

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

3 of 5: I'm interested in each phase of your ongoing service process. What do you do in… The first 6-months?

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

3 of 5: I'm interested in each phase of your ongoing service process. What do you do in… Between months 6-12?

The 12-Step

Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

3 of 5: I'm interested in each phase of your ongoing service process. What do you do in… At the 12-month mark?

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

3 of 5: I'm interested in each phase of your ongoing service process. What do you do in… **In the 2nd year?**

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

3 of 5: I'm interested in each phase of your ongoing service process. What do you do in… **In subsequent years, year-by-year?**

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

4 of 5: What do you do to better understand **crossover issues** in other areas of finance? To ensure your recommendations are aligned?

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

5 BICA Questions,

5 of 5: Review any missing Deliverables Checkpoints™.

The 12-Step
Deliverables Team Recruitment Process™

The Best in Class Assessment Meeting™…

BICA Outcomes,

1. You have a **complete list** of their process
2. Their process is already **more robust** than you require
3. This SME Candidate is capable of consistently **exceeding** my Ideal Clients' expectations.

The 12-Step
Deliverables Team Recruitment Process™

2 Handouts

1. Conducing an effective BICA
2. TA Cheat-sheet for BICA

Spontaneous Unsolicited Client Referrals

July 16, 2019

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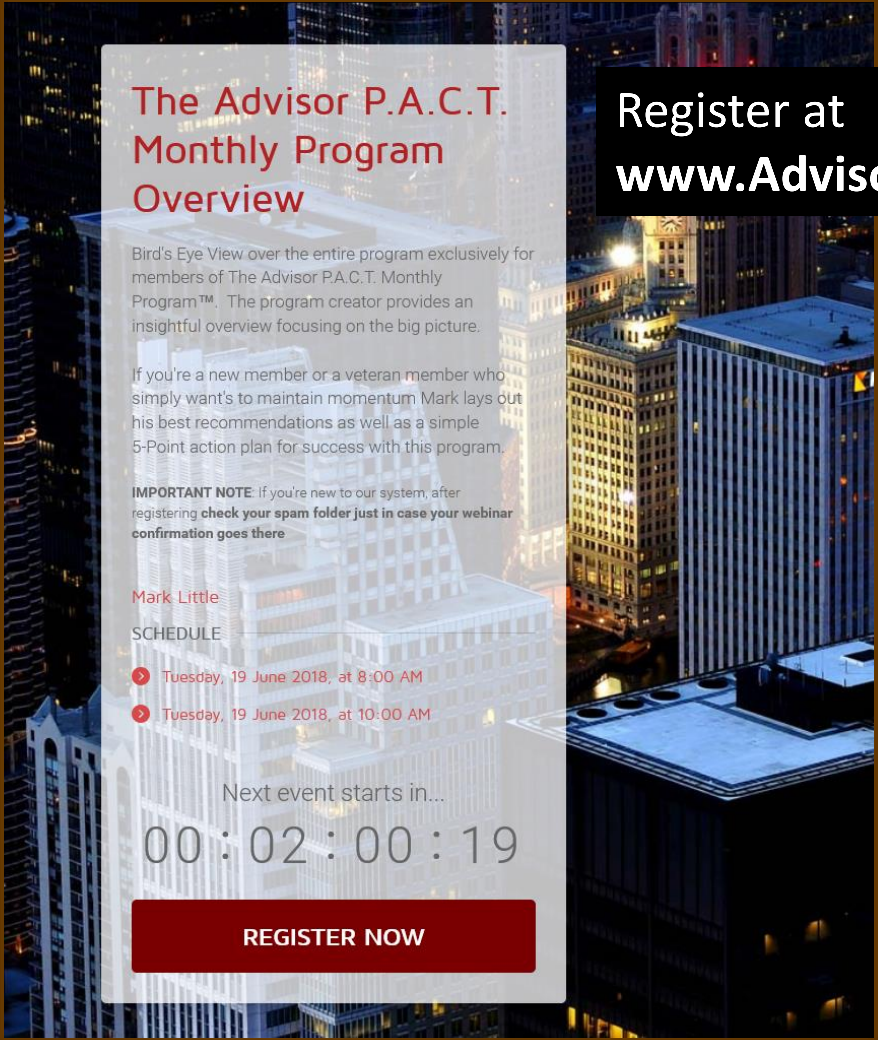
Increasing your success in The Advisor P.A.C.T. Monthly Program™



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 want's 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 Trusted Advisor Toolkit

Fast Track

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 the Project Leader for you 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 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...

July 16, 2019

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.