



PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT **Monthly SessionTM**

January 21, 2020

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.**

Questions for today's session



- ✓ How do you prepare for a Client Progress Meeting?
- ✓ I already have referral relationships with 3 Subject Matter Experts, can they serve as my team?

Client Progress Meeting Preparation



- ✓ How do you prepare for a Client Progress Meeting?
I want to impress my Ideal Clients, but we just keep cranking out the same old routine reports for every client meeting.
- ✓ I want to shake things up and stop preparing the same agenda for every client, and instead come up with a custom agenda for each Ideal Client Progress Meeting, so they leave my office fully impressed.

Client Progress Meeting Preparation

Preparing to exceed a client's expectations begins long before the Client Progress Meeting.

Client Progress Meeting Preparation

1. Convene a "focus group"

Client Progress Meeting Preparation

Convene a Focus Group

- ✓ Preferably **Ideal** Clients
- ✓ Start with 3-5 couples
- ✓ The **Purpose** of the Group:
 - ✓ Be candid ... tell me what would make me **indispensable**?
 - ✓ What things would be so impressive to you, that you **couldn't resist** sharing the story with people in your life?
- ✓ Meet 3-4 times per year
- ✓ Shower them with **gratitude**, and most important... let them see you're serious by actually **implementing** their best ideas as quickly as possible

Client Progress Meeting Preparation

2. Figure Out What's Unique About You

Client Progress Meeting Preparation

Your Uniqueness: Ask your clients why they chose you

- ✓ Send all your clients a request:
- ✓ I'm in the process of increasing the level of our client services and I'd appreciate your help.
- ✓ ***Could you please tell me why, of all the dozens of Financial Advisors in town, you chose to work with me?***
- ✓ I've decided to start elevating our client services by starting with those things our clients already value most.
- ✓ So, please be candid. Help me understand why you chose to work here with me.
- ✓ I'm going to lean-in and do even more of what clients value most.

Client Progress Meeting Preparation

3. Make the **effort** to know each client's expectations

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

- ✓ What do you **expect** from a relationship with your Financial Advisor?

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

- ✓ What's the **most impressive** thing you've ever seen any Financial Advisor do for a client?

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

- ✓ What's the **worst** experience you've ever had with a Financial Advisor, or a Financial Institution?

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

- ✓ If we're sitting at our next annual review meeting, and you're thrilled with everything we've done for you over the course of the year, **outline all the things** we did that impressed you.

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

- ✓ If you leave every meeting thinking,
"*that was valuable*" **what happened?**

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

✓ What's your **first** memory of money?

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

- ✓ Did your family **talk about money** around the dinner table?

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

- ✓ What are the most important **life lessons** you've learned about money?

Client Progress Meeting Preparation

Ask Ideal Clients What Their **Expectations** Are

- ✓ What do you **expect** from a relationship with your Financial Advisor?
- ✓ What's the **most impressive** thing you've ever seen any Financial Advisor do for a client?
- ✓ What's the **worst** experience you've ever had with a Financial Advisor, or a Financial Institution?
- ✓ If we're sitting at our next annual review meeting, and you're thrilled with everything we've done for you over the course of the year, **outline all the things** we did that impressed you.
- ✓ If you leave every meeting thinking, "***that was valuable***" **what happened?**
- ✓ What's your **first** memory of money?
- ✓ Did your family **talk about money** around the dinner table?
- ✓ What are the most important **life lessons** you've learned about money?

Client Progress Meeting Preparation

4. Listen to the **recording** of
your last meeting with this
client

Client Progress Meeting Preparation

Listen to meeting recordings

- ✓ Listen **actively**
- ✓ Read **between** the lines
- ✓ Listen for **clues** (there are lots of them)
- ✓ Seek ways to make their life **easier** & **more convenient**
- ✓ What could you do that would take them by **surprise**?
- ✓ If necessary, listen to the recording of your **first** meeting with this client
 - ✓ What did you promise?
 - ✓ What did they share or ask at the beginning?

Client Progress Meeting Preparation

5. Conduct a Dry-Run Prep Meeting™

Client Progress Meeting Preparation

Conduct a Dry-Run Prep Meeting™

- ✓ Short (Target: 20-minutes)
- ✓ Come prepared
- ✓ Follow the agenda

Client Progress Meeting Preparation

Finally, plan to provide an
extraordinary client
experience

Client Progress Meeting 60-minute Timeline

- **Opening Routine (2 min)**
- **Routine Portion of the meeting: The Progress Reports™ (10 min)**
 - *Review Financial Road Map®*
 - *The Numbers History™*
 - *The Progress Reports™*
- **The Focused Portion of the meeting (45 min)/**
 - **Meeting Exercise (15 min)**
 - CSR: The Comprehensive Safety Review Exercise™
 - GPO: The Goal Blueprint™
 - TAR: The Correct Your Aim (CYA) Client Exercise
 - **The Highest Priority Conversation™ (15 min)**

Subject Matter Experts nominated The Highest Priority Conversation™ at The Dry-Run Prep Meeting™, and the Trusted Advisor has contemplated, and chosen, the topic in the days leading up to this client progress meeting. Ordinarily, The Highest Priority Conversation™ is used to:

 1. *Accelerate this client's results, or*
 2. *Remove obstacles that are slowing down progress*
 - CSR: The Highest Priority Conversation™ nominated by Subject Matter Experts & selected by Trusted Advisor
 - GPO: The Legacy Flow™ is The Highest Priority Conversation™ at The Goal Progress Outlook™
 - TAR: The Highest Priority Conversation™ nominated by Subject Matter Experts & selected by Trusted Advisor
 - **Review The Greatest Probability Strategy™ (GPS) step-by-step implementation plan of action (15 min)**
- **Closing Routine (3 min)**
- **Transition now to The Referral Conversation**

Dry-Run Prep Meeting™

4-Point Agenda

Trusted Advisor is passive consumer (plays the role of the client), Deliverables Team Members facilitate this meeting & present

Run through the conversations in this sequence (requires SMEs to be prepared)

1. Progress report (3 min)

- » Report the current values: Cash, Growth Assets, & Debt
- » Report on current numbers versus where those numbers were projected to be for this meeting (is each number on-track or off-track)?
- » The Numbers History™: Report on difference in growth assets since last meeting

2. Status update on each Goal (1min)

- » On-track or off-track

3. Review GPS Recommendations (8 min)

- » Authors represent their own recommendations
- » The others play the role of client advocate (collegially challenge)
- » Prioritize the recommendations on the GPS

4. The Highest Priority Conversations™ (8 min)

- » Each Subject Matter Expert proposes what they feel are The Highest Priority Conversations™
- » The Highest Priority Conversations™ are prioritized (2 min)
- » Subject Matter Experts agree upon, & discuss, the single highest priority conversation (6 min)

Client Progress Meeting Preparation

1. Convene a "focus group"
2. Figure Out What's Unique About You
3. Make the effort to know each client's expectations
4. Listen to the recording of your last meeting with this client
5. Conduct a Dry-Run Prep Meeting™

Assessing Initial Team Members



- ✓ I already have referral relationships with 3 Subject Matter Experts, can they serve as my team?
- ✓ It would, obviously, save me time if I could just tell these three, "you're now on my team."
- ✓ Did you do something like that to kickstart your initial team?
- ✓ I'm just trying to accelerate things.

Quick Assessment of Subject Matter Experts

- ✓ Each SME must have a minimum of two (2) administrative support people currently on staff

Quick Assessment of Subject Matter Experts

✓ "How many clients do you have who meet my Ideal Client Profile?"

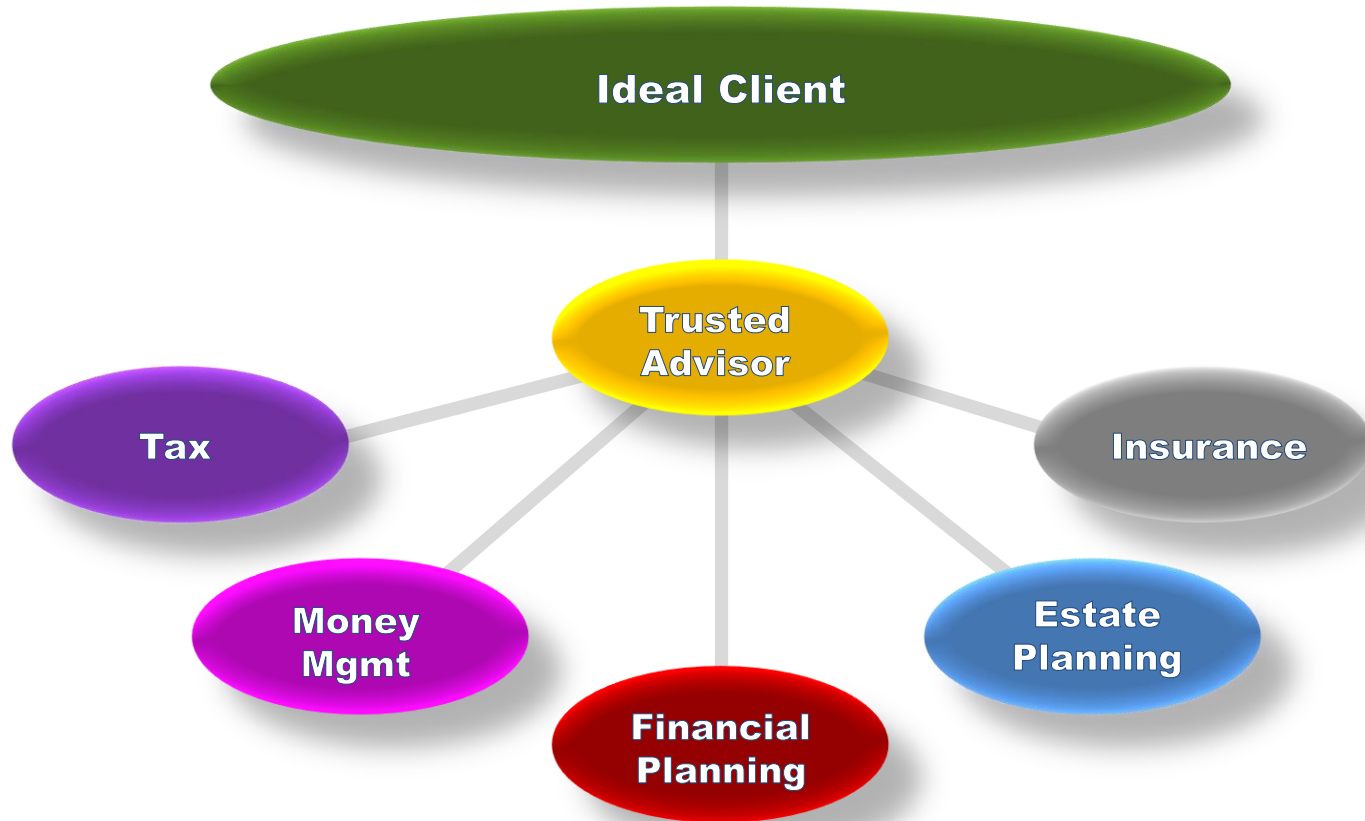
Quick Assessment of Subject Matter Experts

- ✓ "How well are you impressing those clients?" (show me the evidence)

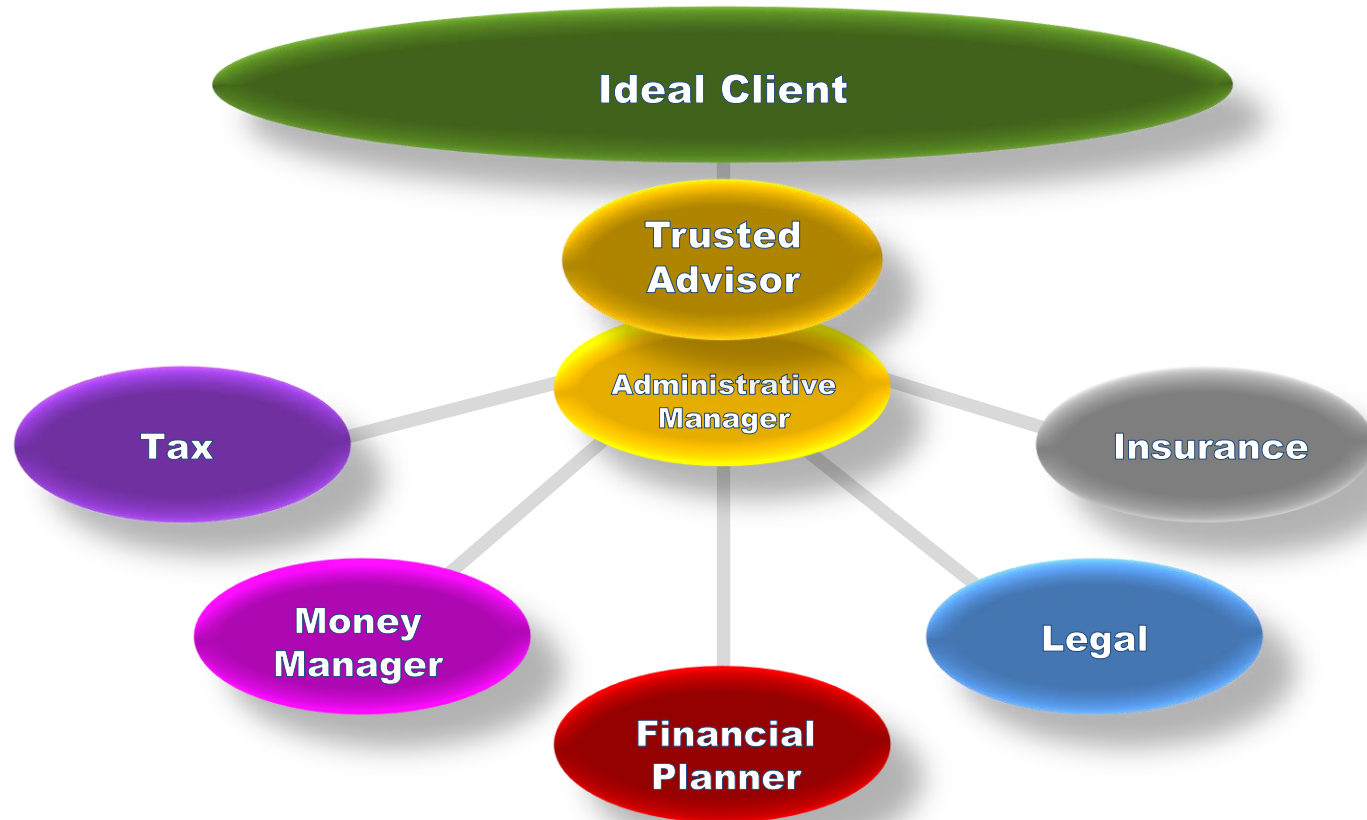
Quick Assessment of Subject Matter Experts

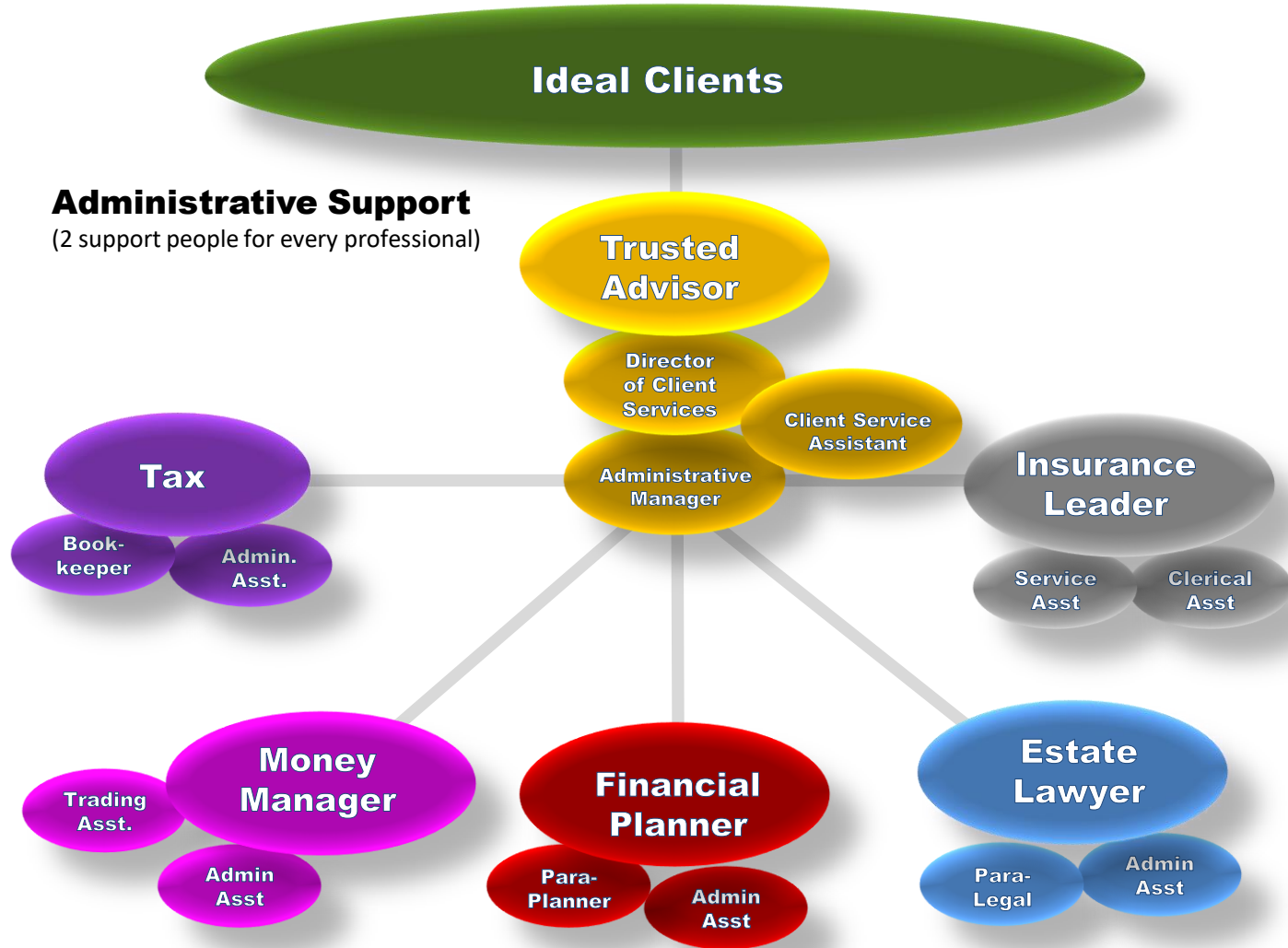
- ✓ "The Team Goal" here on our team is to consistently exceed our Ideal Clients' expectations as measured by an increasing client referral rate.
 - ✓ What would you do to contribute to The Team Goal if you were to join my team?
 - ✓ What has been your client referral rate over the past 12-months

Our Business Model is different



Our Deliverables Team Structure







Send a voice message to Mark McKenna Little

What's your issue today?
If you could ask just 1 question, what would it
be? Your Biggest Struggle?

Is your microphone ready?

 **Start recording**

1 Record - 2 Listen - 3 Send

Mark McKenna Little

Mark McKenna Little | Founder/Creator | The Mark of Mastery™ For Financial Advisors

www.TheMarkOfMastery.com

<https://themarkofmastery.com/>

advisorpact.me/question

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

Advisor PACT™ Monthly

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



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.