

# The Advisor PACT Monthly Session™

December 15, 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

- ✓ When my Ideal Client sells his business, you mentioned they need to have an Information Memorandum & an Executive Summary. Could you describe those?
- ✓ I have a client that's a Non-profit (a college), is there a process for a client like this who needs to do fund-raising (to build a building).
- ✓ What is the agenda for The Implementation Meeting™?
- ✓ Mark, you've mentioned that as a part of your Client Acquisition method, you were involved in the United Way, could you describe what you did?



When my Ideal Client sells his business, you mentioned they need to have an Information Memorandum & an Executive Summary.

Could you describe those?

When selling a business, set up a *Virtual Deal Room* in a Secure Cloud Vault

# This is where all documents regarding the company will reside

# Everything potential buyers will need for their due diligence (dd)

### Partial List

- ✓ Bal Sheet (Current & for last 3-5 years)
- ✓ P&L (YTD & for last 3-5 years)
- ✓ Profit projections
- ✓ Employee Census
- ✓ Appraisals or valuations for major assets (EX: real estate)
- ✓ The Information Memorandum (including an Executive Summary)

## Partial List

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# The Information Memorandum (IM) serves as a sales prospectus

The IM is relatively short (25-30 pages), yet enough substance to give a good understanding

## The IM Includes...

- ✓ Statement from the owner(s)
- ✓ Highlights (especially from an investment perspective)
- ✓ Executive Summary (create this last)
- ✓ Company history including notable milestones
- ✓ Expansion plan
- ✓ Market analysis and overview
- ✓ Key metrics and areas of success
- ✓ Key metrics and areas of risk



### The IM Includes...

- ✓ Information on the customer base
- ✓ The key players and employees
- ✓ All financial information and reports
- ✓ Breakdown of the investment sought
- ✓ Long term goals
- ✓ Further information

The Executive Summary (ES) is about showcasing the highlights of the rest of the IM

Also create a MOSH, a "no names" 1-pager, with generic info to pique curiosity & an NDA

### Benefits of well-crafted IM...

- ✓ Saves effort later on
- ✓ Saves time later on
- ✓ Offers consistency across all potential buyers
- ✓ Provides all relevant & necessary information to decision makers
- ✓ Demonstrates professionalism
- ✓ Increases probability of a successful sale



# Contact me if you have an Ideal Client selling their business

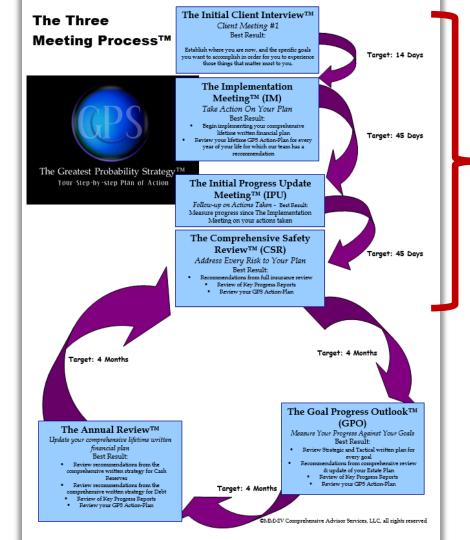
# I do **NOT** recommend hiring a business broker (Help your Ideal Clients remove obstacles to the sale)



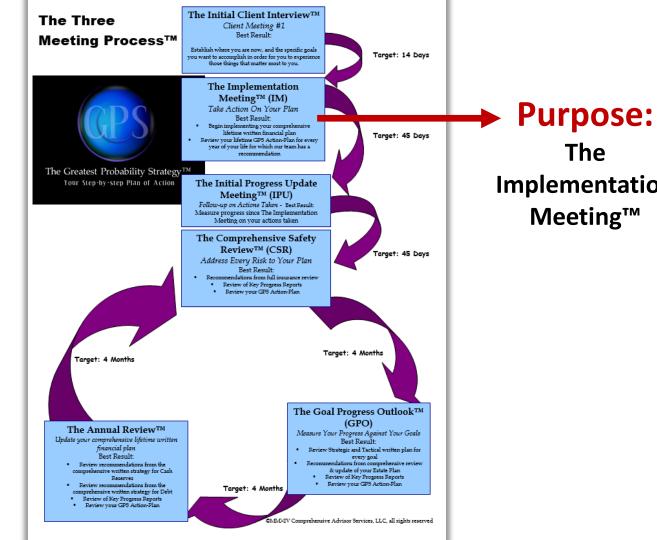
I have a client that's a Non-profit (a college), is there a process for a client like this who needs to do fund-raising (to build a building).



What is the agenda for The Implementation Meeting™?



# The "One Time" Meetings



The

**Implementation** 

Meeting™

The Implementation Meeting™

# Review meeting outline provided last month

The Implementation Meeting™

## Client Ground-Rules

#### Authorization to Release Information

FROM [client name] [client address]

TO:
[advisor or agent name]
[firm name you are seeking info]
[Agent or Advisor #]
[account or policy # if available]
[Agent or Advisor phone number]

To Whom It May Concern:

Please accept this letter as my full authorization to allow [Trusted Advisor name] or a member of her staff at [TA Firm Name] to access and request any and all information related to me or my [investment account, bank account, insurance policies, whatever].

This represents a blanket authorization to release any information requested and this authorization will remain in force until further notice.

I hold [advisor or agent's name and firm name from which you are seeking information] and her assigns harmless of any action resulting from the releasing of information.

Thank you for your prompt attention to this matter.

Cordially,

[full client name] Date
DOB: [client date of birth]
SSN: [client social security number]

CC: TA Name TA Firm Name TA Firm Address Direct phone: [TA phone number] Fax: [TA Fax number]



#### Client Progress Meeting 60-minute Timeline

- > Opening Routine (2 min)
- > Routine Portion of the meeting: The Progress Reports™ (10 min)
  - o Review Financial Road Map®
  - © The Numbers History™
  - o The Progress Reports™

CSR: The Comprehensive Safety Review Exercise™

GPO: The Goal Blueprint™

TAR: The Correct Your Aim (CYA) Client Exercise

#### o 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

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

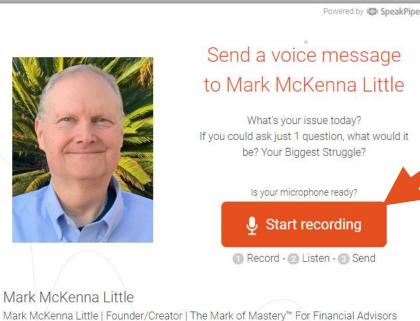
- Review The Greatest Probability Strategy™ (GPS) step-bystep implementation plan of action (15 min)
- > Closing Routine (3 min)
- > Transition now to The Referral Conversation





Mark, you've mentioned that as a part of your Client Acquisition method, you were involved in the United Way, could you describe what you did?





## www.TheMarkOfMastery.com/

# advisorpact.me/question



### 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.