



PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT **Monthly SessionTM**

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?



Question

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

Could you describe those?

For Ideal Clients Selling Their Business

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)

For Ideal Clients Selling Their Business

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)

For Ideal Clients Selling Their Business

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For Ideal Clients Selling Their Business

The Information Memorandum (IM) serves as a sales prospectus

December 15, 2020

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ADVISOR | **PACT**

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

For Ideal Clients Selling Their Business

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

For Ideal Clients Selling Their Business

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

For Ideal Clients Selling Their Business

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

For Ideal Clients Selling Their Business

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)



Question

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).



Question

What is the agenda for
The Implementation Meeting™?

The Three Meeting Process™



The Initial Client Interview™
Client Meeting #1
Best Result:
Establish where you are now, and the specific goals you want to accomplish in order for you to experience those things that matter most to you.

Target: 14 Days

The Implementation Meeting™ (IM)
Take Action On Your Plan
Best Result:
• Begin implementing your comprehensive lifetime written financial plan
• Review your lifetime GPS Action-Plan for every year of your life for which our team has a recommendation

Target: 45 Days

The Initial Progress Update Meeting™ (IPU)
Follow-up on Actions Taken - Best Result:
Measure progress since The Implementation Meeting on your actions taken

The Comprehensive Safety Review™ (CSR)
Address Every Risk to Your Plan
Best Result:
• Recommendations from full insurance review
• Review of Key Progress Reports
• Review your GPS Action-Plan

Target: 45 Days

Target: 4 Months

Target: 4 Months

The Annual Review™
Update your comprehensive lifetime written financial plan
Best Result:
• Review recommendations from the comprehensive written strategy for Cash Reserves
• Review recommendations from the comprehensive written strategy for Debt
• Review of Key Progress Reports
• Review your GPS Action-Plan

Target: 4 Months

The Goal Progress Outlook™ (GPO)
Measure Your Progress Against Your Goals
Best Result:
• Review Strategic and Tactical written plan for every goal
• Recommendations from comprehensive review & update of your Estate Plan
• Review of Key Progress Reports
• Review your GPS Action-Plan

The "One Time" Meetings

The Three Meeting Process™



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Purpose:
The Implementation Meeting™

Review meeting outline provided last month

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)**
 - *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**



Question

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?

Advisor PACT™ Monthly

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



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 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.