ADVISOR PACT™

PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Monthly Session

Monthly Live Advice Session

September 21, 2021

Mark McKenna Little

Replay from August

Episode 85: How an introvert acquired 2+ new client families per week for many many years...

Walking through the essential skills necessary to acquire new clients

In this episode Mark walks through how he built 2 impressive client communities in his 40-year career. In the 1990s he built his first client community by acquiring 2+ new families per week. He acquired 1,242, mostly Non-ideal Clients, until he was miserable and working 80-90 hours/week. Then he politely disengaged from 1,225 Non-ideal Clients, retaining only his 17 Ideal Clients, which he built back up to 100. By acquiring 2.44 new Ideal Clients, on average, he acquired a client community of 100 in less than 34 months.

In this episode, Mark walks through the 3 essential skills every Financial Advisor must master to skillfully build and serve an Ideal Client community.

- *Lead Generation*: Lead Generation is the skill of filling your schedule with an ample number of potential clients who want to sit down and "talk business." Enough leads to potential clients to successfully meet your new revenue goals.
- *Lead Conversion*: Lead Conversion is the skill of converting a Potential Ideal Client into an actual paying client. If someone is a perfect fit for your Ideal Client Profile, you know precisely how to communicate this "fit" so that they want to join your Ideal Client Community.
- *Client Service*: Client service is the skill of consistently exceeding your Ideal Clients' expectations, as measured by a consistently increasing rate of client referrals.

Mark walks step-by-step through his 40-year career, paying special attention to how to build or acquire the skills necessary to effectively serve a thriving Ideal Client Community.

Also on this page...

Click on any of the links below to jump to that section of the page.

- Downloadable audio and presentation PDF from this episode
- List of concepts from this episode

When	Aug 17, 2021 from 08:00 AM to 09:00 AM
Where	Webinar
Contact Name	Mark McKenna Little
Add event to calendar	vCal iCal

The Monthly Session Replay

Upcoming Events

Monthly Q & A Session (Sep 2021)
Sep 21, 2021 08:00 AM - 09:00 AM — Webinar

Monthly Q & A Session (Oct 2021)
Oct 19, 2021 08:00 AM - 09:00 AM — Webinar

Monthly Q & A Session (Nov 2021)
Nov 16, 2021 08:00 AM - 09:00 AM — Webinar

Monthly Q & A Session (Dec 2021)
Dec 21, 2021 08:00 AM - 09:00 AM — Webinar

Upcoming events...

News

The Referability Dashboard™ (TRD) Has Been Updated
May 21, 2021

NOW LIVE: Replay of December's Group Coaching Webinar
Dec 15, 2020

Replay of November's Group Coaching Webinar
Nov 17, 2020

Replay of the August Group Coaching Webinar
Aug 18, 2020

Replay of July's Group Coaching Webinar
Aug 17, 2020

More news...

Question

- ✓ What's the structure and cadence of The Advisor P.A.C.T. Monthly Program™?

The Advisor P.A.C.T. Monthly Program™

The objective of this program is to fully implement Truly Comprehensive Financial Services™.

The success measure is a sufficiently high client referral rate to achieve all your growth objectives

The Advisor P.A.C.T. Monthly Program™

Let's review the first 15-Modules for this program.

These 15 modules take most Financial Advisors 16-months to fully implement

The Advisor P.A.C.T. Monthly Program™

Conceptually, this program roughly follows the 11 Implementation Steps we have Financial Advisors follow in The Trusted Advisor Toolkit™, our flagship program

Think in terms of 3-stages

Truly Comprehensive Financial Services™ has 11 Implementation Steps

11 Implementation Steps divided into 3-Stages

Your Toolkit Progress Update

Implementation Objective

"Deliver on an Extraordinary Experience To Every Ideal Client"

The Project is to deliver Truly Comprehensive Financial Services™ to each Ideal Client, through a skilled Deliverables Team of Subject Matter Experts (SMEs), in a such way that we are indispensable from our client's perspective

Current Toolkit Status is...

- ☑ On-Track: you're making progress as expected
- ☐ Off-Track: But, are in a position to get on-track within the next 45 days:
- ☐ On-hold: Not ready for The Toolkit; Can't move forward

Reiny Dey, Administrative Manager
Date of this Toolkit Progress Update™ (TPU)

Advice/Next-step to achieve the next step in less than 45

- ☐ AM: Specific item to achieve by target date within 45 days
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You are here

Stage 1 of 3

Acquire an effective Administrative Manager (AM as team coordinator)

Trusted Advisor has "expectations conversation" with Administrative Manager (what's required of the AM role) > AM accepts responsibility

Acquire at least one Ideal Client

Acquire a financial planner + at least one SME (Oversight team of at least 2 SMEs who are willing and able to utilze The Tookit Team Workarea and to serve as a "team player" coordinating with other SMEs)

Administrative Manager qualifies for The Toolkit Inner Circle™ and maintains this minimum standard forever

Oversight Team fully in place (FP, TAX, MM, EST, INS)

Oversight Team ensures the Implementation Team is fully in place (TAX, MM, EST, INS)

AM Conducts SME Orientations (Every SME fully understands what's expected of them)

Functional Team: Internally, the delivery of Truly Comprehensive Financial Services™ has fully shifted to Subject Matter Experts (TA responsible for extraordinary meeting experience)

TA reviews Key Performance Measures with Subject Matter Experts + Administrative Manager at least once every 4 months (continually increasing value to clients and consistently moving towards mastery)

On average, TA conducts at least five Initial Client Interviews™ per week

1 2 3 4 5

Administrative Manager Stage

Full commitment to deliver Truly Comprehensive Financial Services™ through a skilled team of SMEs

The Trusted Advisor Toolkit™ Implementation Sequence →

Predictably acquiring more than one Ideal Client per month

Your Toolkit Progress Update

Current Toolkit Status is...

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You are here

Stage 2 of 3

1. Acquire an effective Administrative Manager (AM as team coordinator)
2. Trusted Advisor has "expectations conversation" with Administrative Manager (what's required of the AM role) > AM accepts responsibility
3. Acquire at least one Ideal Client
4. Acquire a financial planner + at least one SME (Oversight team of at least 2 SMEs who are willing and able to utilze The Tookit Team Workarea and to serve as a "team player" coordinating with other SMEs)
5. Administrative Manager qualifies for The Toolkit Inner Circle™ and maintains this minimum standard forever
6. Oversight Team fully in place (FP, TAX, MM, EST, INS)
7. Oversight Team ensures the Implementation Team is fully in place (TAX, MM, EST, INS)

- AM Conducts SME Orientations (Every SME fully understands what's expected of them)
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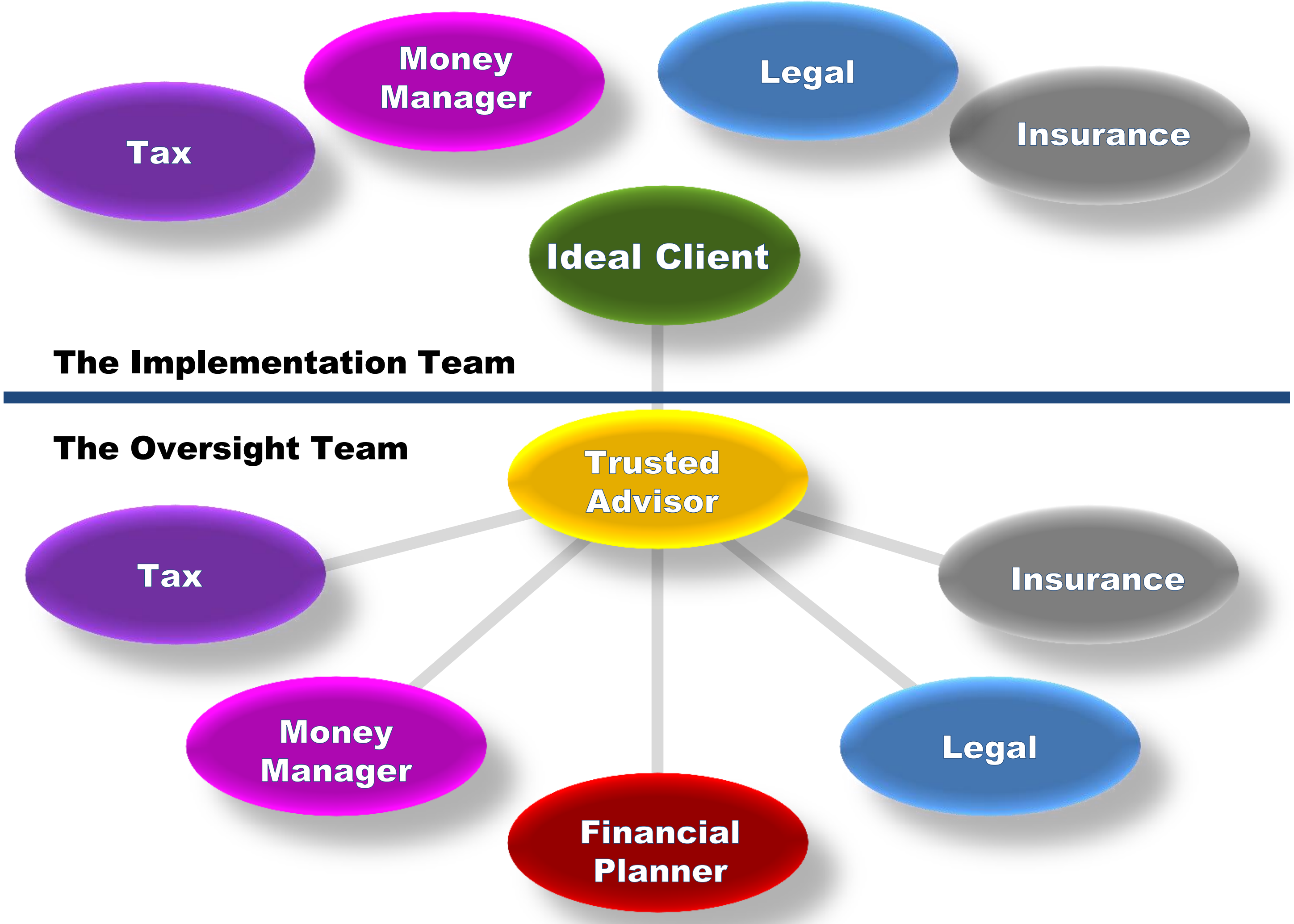
Administrative Manager Stage (1–5)

Team Stage (6–7)

Full commitment to deliver Truly Comprehensive Financial Services™ through a skilled team of SMEs

The Trusted Advisor Toolkit™ Implementation Sequence →

Predictably acquiring more than one Ideal Client per month


Money Manager
Legal
Tax
Insurance
Ideal Client
The Implementation Team
The Oversight Team
Trusted Advisor
Tax
Insurance
Money Manager
Legal
Financial Planner

Your Toolkit Progress Update

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Implementation Objective

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You are here

Stage 3 of 3

1. Acquire an effective Administrative Manager (AM as team coordinator)
2. Trusted Advisor has "expectations conversation" with Administrative Manager (what's required of the AM role) > AM accepts responsibility
3. Acquire at least one Ideal Client
4. Acquire a financial planner + at least one SME (Oversight team of at least 2 SMEs who are willing and able to utilze The Tookit Team Workarea and to serve as a "team player" coordinating with other SMEs)
5. Administrative Manager qualifies for The Toolkit Inner Circle™ and maintains this minimum standard forever
6. Oversight Team fully in place (FP, TAX, MM, EST, INS)
7. Oversight Team ensures the Implementation Team is fully in place (TAX, MM, EST, INS)
8. AM Conducts SME Orientations (Every SME fully understands what's expected of them)
9. Functional Team: Internally, the delivery of Truly Comprehensive Financial Services™ has fully shifted to Subject Matter Experts (TA responsible for extraordinary meeting experience)
10. TA reviews Key Performance Measures with Subject Matter Experts + Administrative Manager at least once every 4 months (continually increasing value to clients and consistently moving towards mastery)
11. On average, TA conducts at least five Initial Client Interviews™ per week

Administrative Manager Stage (1–5) | **Team Stage** (6–7) | **Functional Team Stage** (8–11)

Full commitment to deliver Truly Comprehensive Financial Services™ through a skilled team of SMEs

The Trusted Advisor Toolkit™ Implementation Sequence →

Predictably acquiring more than one Ideal Client per month

The Advisor P.A.C.T. Monthly Program™

Modules 1 & 2: The Basics

1

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.

2

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.

The Advisor P.A.C.T. Monthly Program™

Modules 3, 4, 5 & 6: Getting a **STRONG** Administrative Manager up and running.

A person capable of **coordinating** your team of SMEs, and holding them **accountable**, with little prompting by you.

The Advisor P.A.C.T. Monthly Program™

3

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.

4

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.

5

The Role of the Administrative Manager

Your Administrative Manager is not an administrative support person—they are the Project Leader.

6

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.

The Advisor P.A.C.T. Monthly Program™

Modules 7, 8, 9, 10: The **Team** Stage

Filling **all 5** Subject Matter Expert vacancies **in less than** 10 months and holding them accountable for creating all of your Deliverables Checkpoints™

The Advisor P.A.C.T. Monthly Program™

7

The Deliverables Team Recruitment Process

Acquire your next Deliverables Team member in 12 simple steps.

8

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.

9

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.

10

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.

ADVISOR PACT

The **60-Day** Deliverables Team Recruitment Process™

The key to delivering Truly Comprehensive Financial Services™

The 12-Step Deliverables Team Recruitment Process™

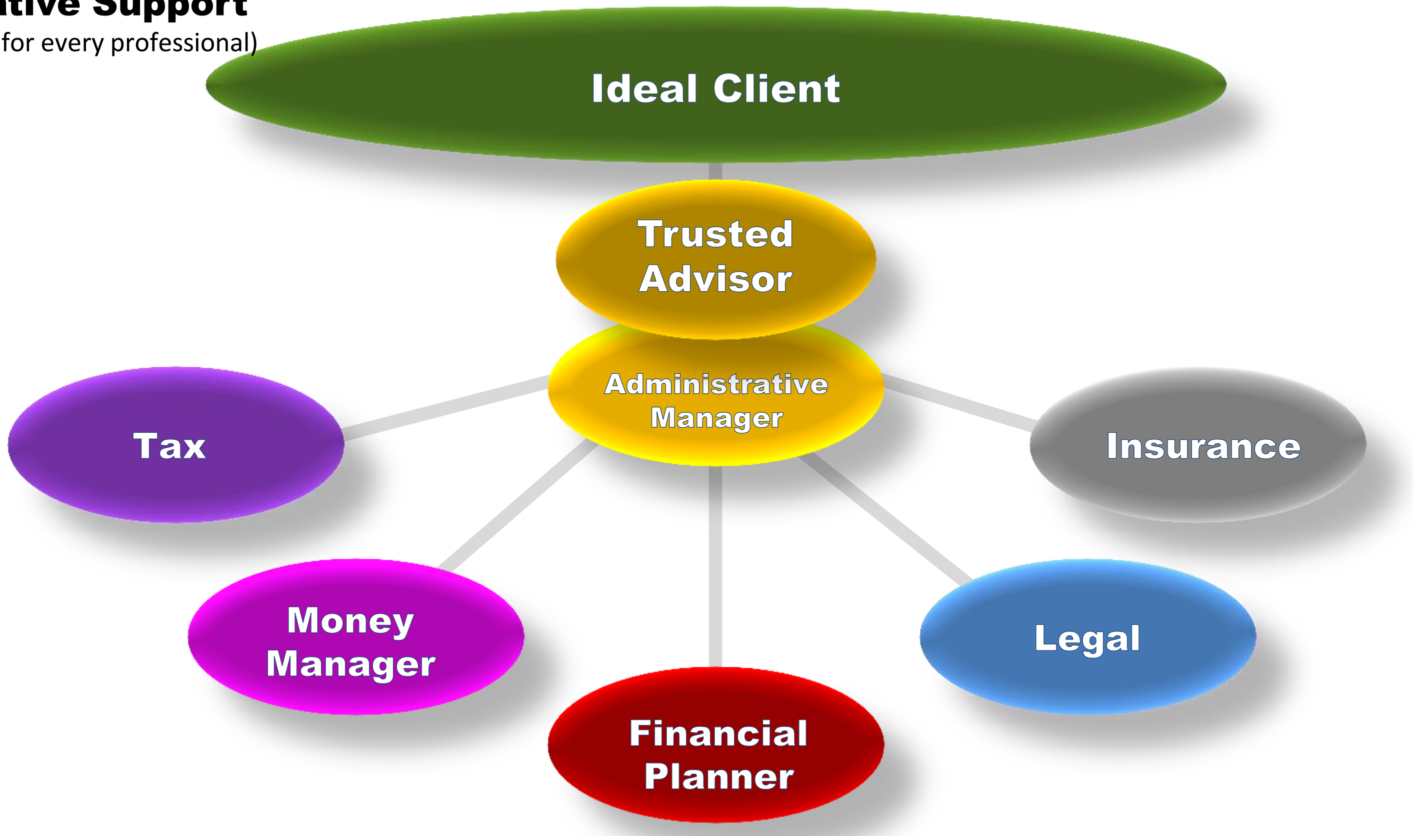
1 Establish Your Next Subject Matter Expert To Acquire	2 Create Your Best-in-Class Profile	3 Create a List of Candidates	4 Initial Candidate Research
5 The Research Call	6 Scheduling The Initial Discovery Meeting	7 **The Initial Discovery Meeting™**	8 **The Best-in-Class Assessment Meeting™**
9 The Internal Agreement Meeting	10 The Deal Structure Meeting™	11 Finalize Agreement	12 Obtain SME Agreement Form

OBJECTIVE: Fill each SME Vacancy in LESS THAN 60-days

If it takes longer, then you'll need a stronger Administrative Manager

Our Deliverables Team Structure

Administrative Support
(2 support people for every professional)



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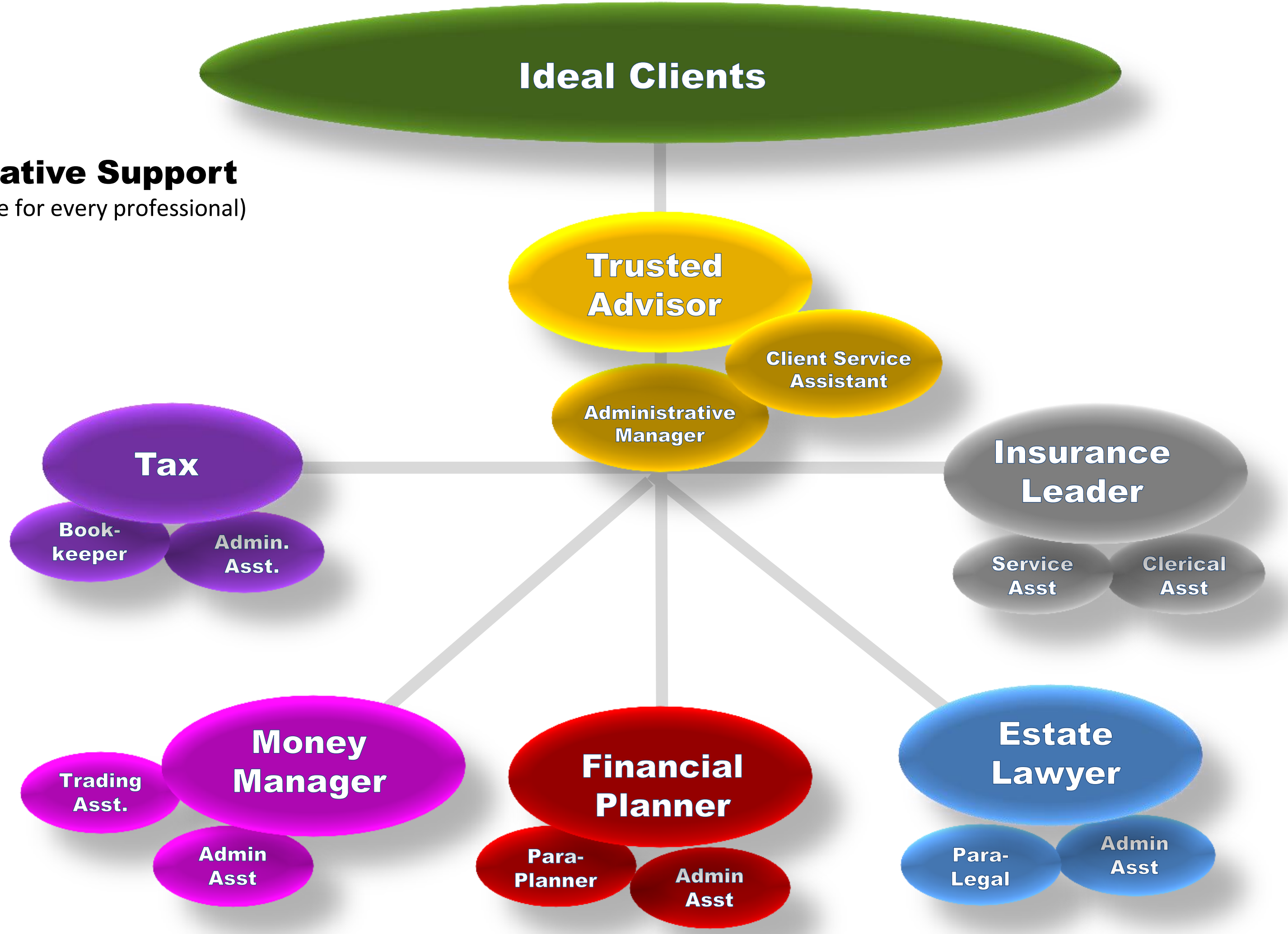
(2 support people for every professional)



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The Advisor P.A.C.T. Monthly Program™

Modules 11, 12, 13, 14:
The **Functional Team** Stage

Ensuring all 5 SMEs are contributing to
The Team Goal you establish

The Advisor P.A.C.T. Monthly Program™

11

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.

12

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.

13

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.

14

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.

The Team Goal

The Team Goal is to consistently exceed every Ideal Clients' expectations.
All Subject Matter Experts, individually and collectively,
agree to contribute to this goal.

The goal is measured by The Annual Referral Rate™ (TARR)
continually increasing.
TARR is our average referral rate for Ideal Clients over the past 12-months
If our TARR is increasing, we're on-track.
If our TARR is flat or declining, we're not achieving The Team Goal

The Team Goal

Every member of the team must be contributing to The Team Goal…

(Otherwise, why be on the team?)

The Team Goal

Administrative Manager Perspective

What evidence is there that each particular member of the team is contributing to The Team Goal?

The Team Goal

The team deserves to win

(STANDARD: A minimum of 3 Action Items or Recommendations from each SME prior to every client progress meeting)

The Advisor P.A.C.T. Monthly Program™

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The Advisor P.A.C.T. Monthly Program™

Module 15: Measuring **Success**

Introducing ***The Referability Dashboard***™ as the critical monthly report measuring your team’s effectiveness at consistently exceeding your clients’ expectations

The Advisor P.A.C.T. Monthly Program™

15

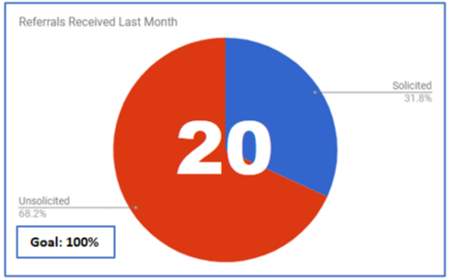
The Annual Referral Rate and Referability Dashboard

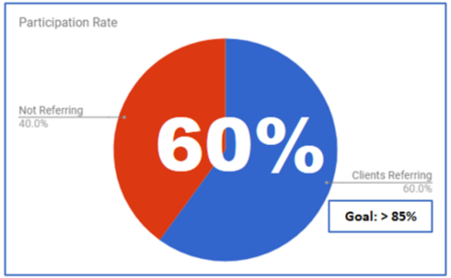
By exceeding client expectations, you can increase the quantity and quality of referrals you receive. Here's how to accurately measure your progress.

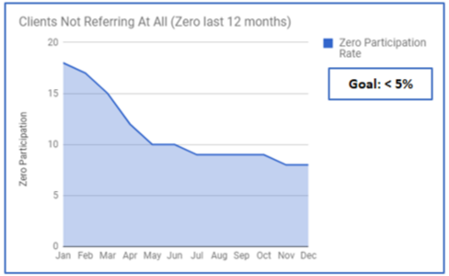
The Annual Referral Rate™ (TARR)
December 2017

12.987

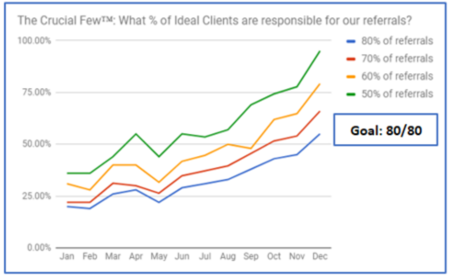
Our Current TARR Goal: 15.0

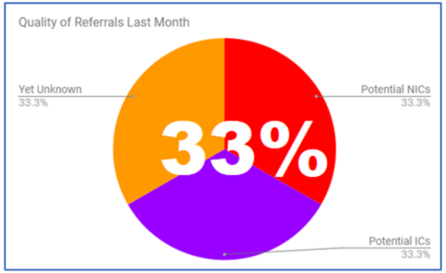


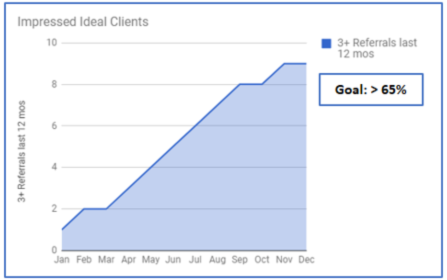


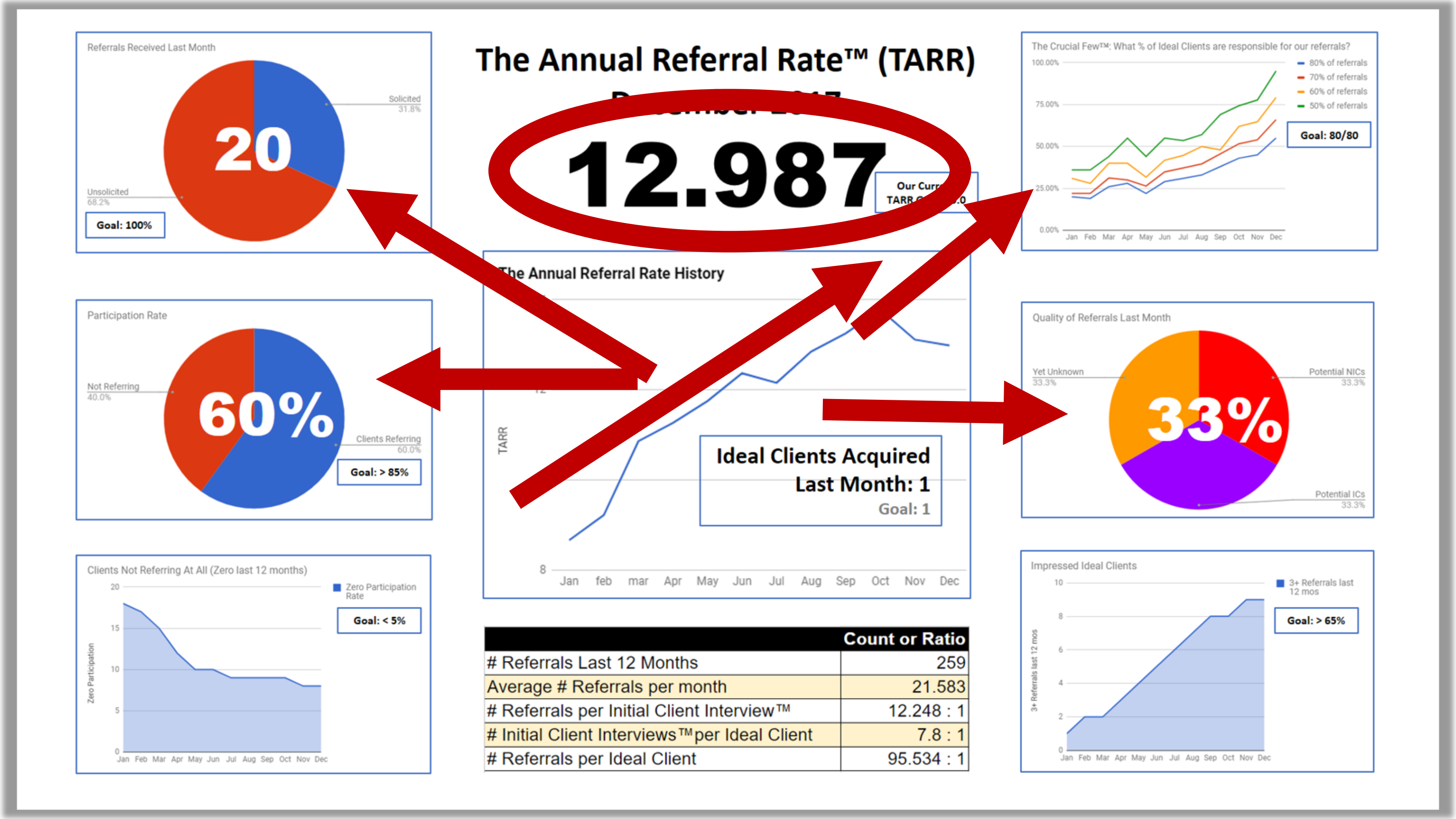


	Count or Ratio
# Referrals Last 12 Months	259
Average # Referrals per month	21.583
# Referrals per Initial Client Interview™	12.248 : 1
# Initial Client Interviews™ per Ideal Client	7.8 : 1
# Referrals per Ideal Client	95.534 : 1









The Annual Referral Rate™ (TARR)
12.987
Referrals Received Last Month
20
Solicited
31.8%
Unsolicited
68.2%
Goal: 100%
The Crucial Few™: What % of Ideal Clients are responsible for our referrals?
80% of referrals
70% of referrals
60% of referrals
50% of referrals
Goal: 80/80
The Annual Referral Rate History
TARR
Ideal Clients Acquired Last Month: 1
Goal: 1
Jan feb mar Apr May Jun Jul Aug Sep Oct Nov Dec
Participation Rate
60%
Not Referring
40.0%
Clients Referring
60.0%
Goal: > 85%
Quality of Referrals Last Month
33%
Yet Unknown
33.3%
Potential NICs
33.3%
Potential ICs
33.3%
Clients Not Referring At All (Zero last 12 months)
Zero Participation Rate
Goal: < 5%
Zero Participation
Impressed Ideal Clients
3+ Referrals last 12 mos
Goal: > 65%
Count or Ratio
Referrals Last 12 Months 259
Average # Referrals per month 21.583
Referrals per Initial Client Interview™ 12.248 : 1
Initial Client Interviews™ per Ideal Client 7.8 : 1
Referrals per Ideal Client 95.534 : 1

The Advisor P.A.C.T. Monthly Program™

15

The Annual Referral Rate and Referability Dashboard

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The Advisor P.A.C.T. Monthly Program™

Stage 1: The Administrative Manager Stage

Stage 2: The Team Stage

Stage 3: The FUNCTIONAL Team Stage

(impressing Ideal Clients & Measuring Success)

The Advisor P.A.C.T. Monthly Program™

The good news for you…

Infotainment

The Advisor P.A.C.T. Monthly Program™

Unable

Or

Unwilling

The Only Game in Town

Get the advice you're paying for in The Advisor P.A.C.T. Monthly Program™.

"Contact Us" with ***every*** issue you're struggling with

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

Explain your biggest problem or obstacle and I'll give you my advice based on what I've done in your situation

Mark McKenna Little

Mark McKenna Little | Founder/Creator | The Mark of Mastery™ For Financial Advisors
www.TheMarkOfMastery.com
https://themarkofmastery.com/

ADVISOR PACT