

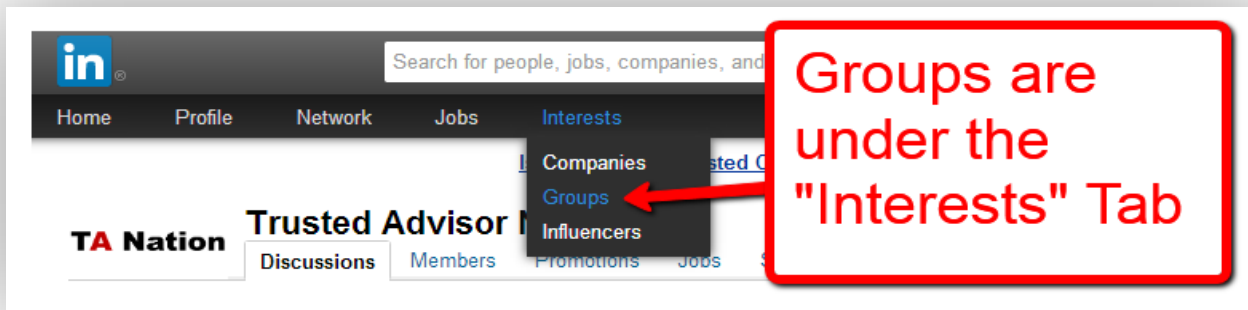
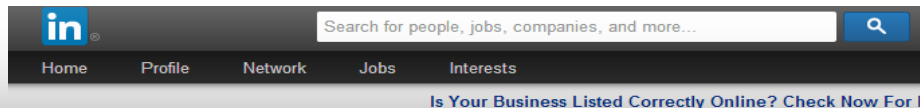


The Advisor PACT Monthly Session™

January 20, 2015
Hosted by Mark Little



Trusted Advisor Nation™ LinkedIn Group



Choose Your View ▾

Most Popular Discussions



Mike
Unfollow

What do you call yourself?

For 28 years I have hated answering the question "So what do you do?" with I am a Financial Adviser. I have tried various responses with ...
posted 22 hours ago

Lynfa Davies 5 seconds ago • Surely it depends on who you are taking to and what about? Inside a corporate, your title might matter because of status (!) but if you are ... »

[See more »](#)





Trusted Advisor Nation™ Magazine





Issues Covered in this Session

- ✓ How do I get more referrals?
- ✓ Pushing my team to deliver more seems divisive and I don't want them to leave me. What do I do?
- ✓ I'm frustrated. I invested the last six months building up my Deliverables Team Members. I now have 5 Subject Matter Experts but 2 of them don't seem to be working out (they don't ever contribute in our meetings)



Question

How do I get more referrals?

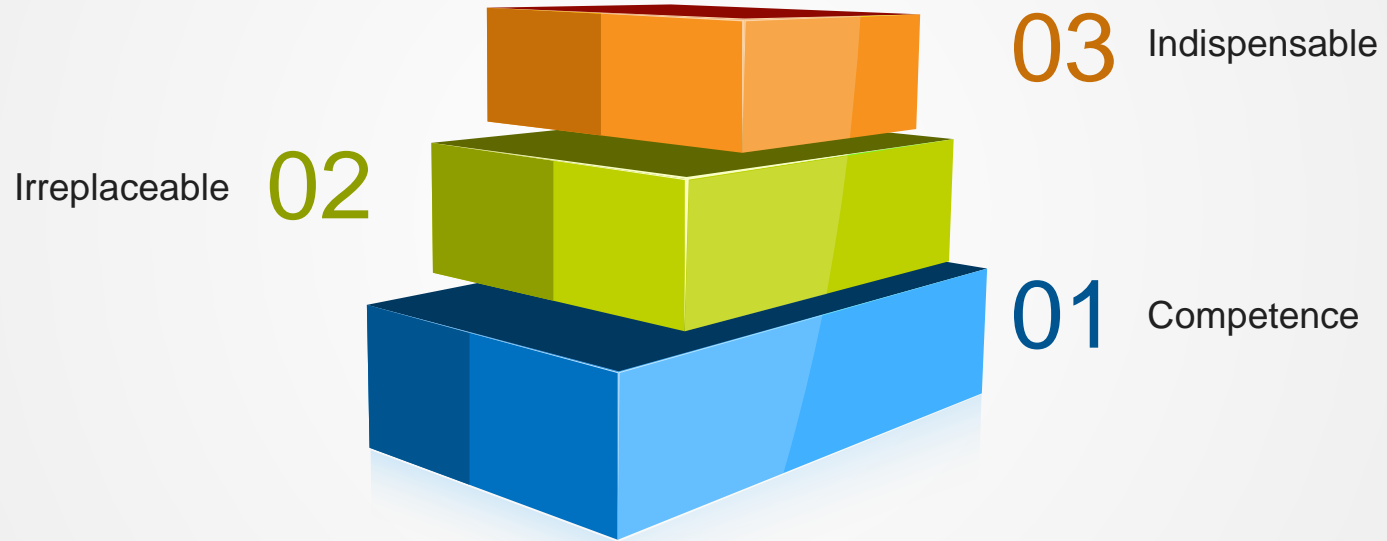


To get more referrals you have to be **more** referable

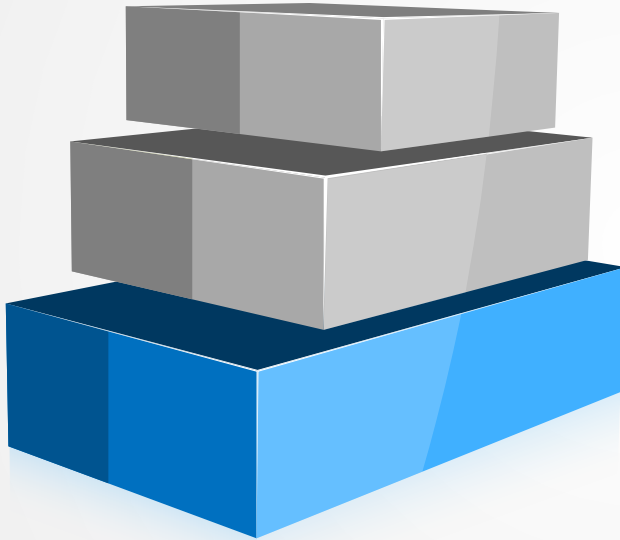
You and your team must do a whole lot **more** for a whole lot fewer clients.

You have to understand something about your client's **standards**

Stages of Client Value



Stages of Client Value



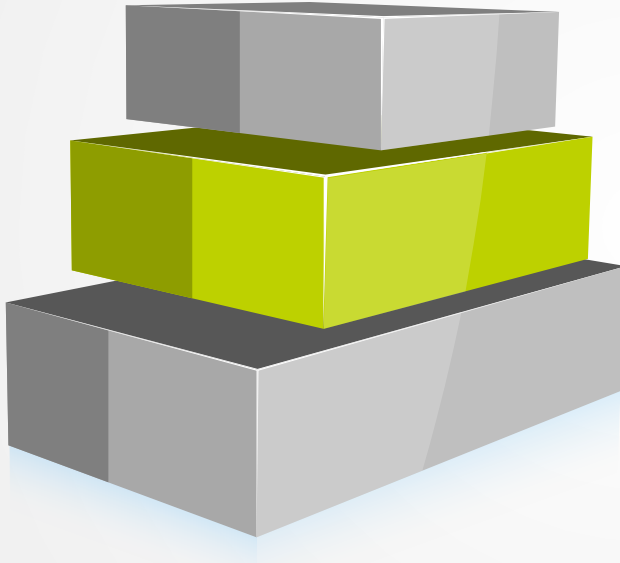
Competence

- ✓ Truly Comprehensive Financial Services™
- ✓ Capable of Getting a client's "financial house" in perfect order
- ✓ ...and keeping it that way forever

"Competence is such an exotic bird in these woods that I always appreciate it when I see it."

-Frank Underwood (House of Cards)

Stages of Client Value



Irreplaceable

- ✓ Cannot find any advisor, at any fee-level, to perform these services
- ✓ You have created a business monopoly
- ✓ You have radically differentiated yourself from the other advisors in your community



APM Episode 2: Develop client deliverables

APM Episode 3: Make an Advisor PACT™ with every client

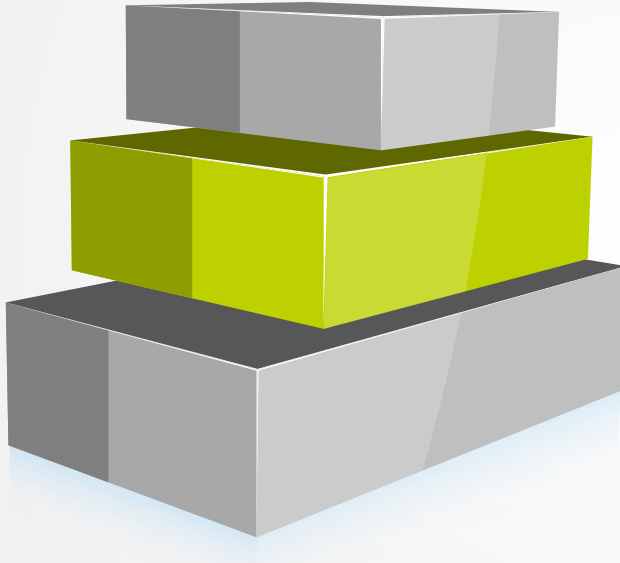
APM Episode 4: Provide Oversight

APM Episode 4: Deliver The Three Meeting Process™



ADVISOR PACT

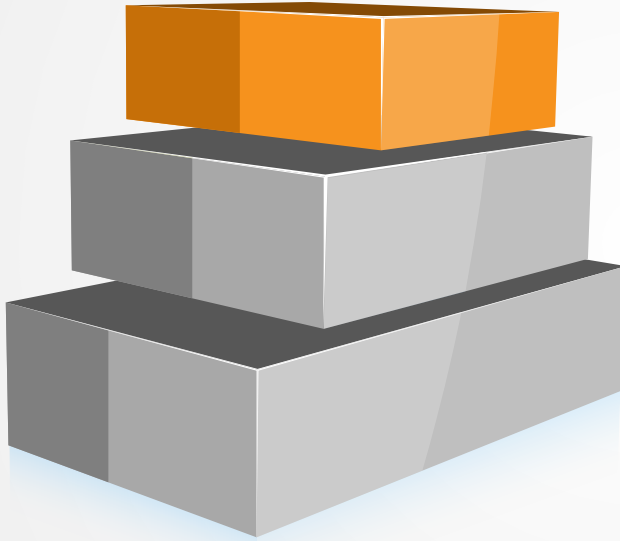
Stages of Client Value



Irreplaceable

- ✓ Cannot find any advisor, at any fee-level, to perform these services
- ✓ You have created a business monopoly
- ✓ You have radically differentiated yourself from the other advisors in your community

Stages of Client Value



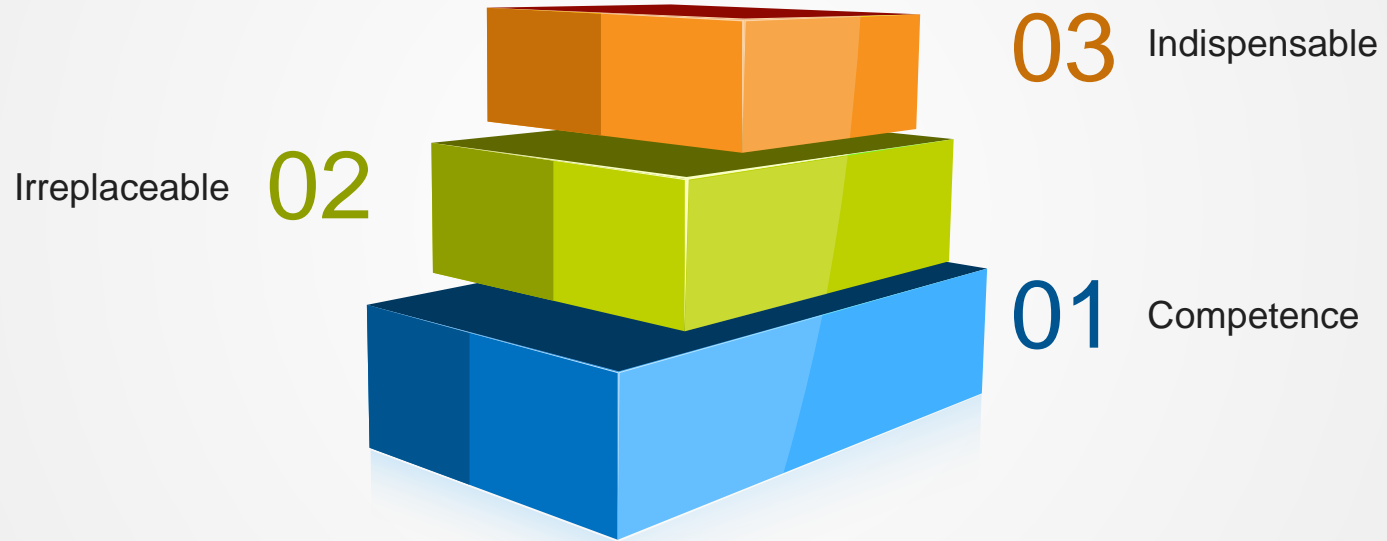
Indispensible

- ✓ A client believes he cannot function without you
- ✓ Client feels her greatest risk is losing you
- ✓ Cannot imagine life without you



APM Episode 1: The Advisor Value Score™ (AVS)

Stages of Client Value





You have to understand something about your client's
standards.

Understand that **your** standards are **lower** than your clients'
(until you're receiving **more** referrals than you can handle)



So... you must acquire team members whose standards are
higher than yours



These are not **my** standards (or yours)



Question

Pushing my team to deliver more seems divisive and I don't want them to leave me.

What do I do?



Set Your Team's Expectations

- ✓ This is a **high performance** environment
- ✓ This team measures success by **referrals**
- ✓ Our team will continue increasing value to clients until we are receiving **more** referrals than we can handle



Encourage your team; but **protect** your *clients*

... **not** your team



Question

I'm frustrated.

I invested the last six months building up my Deliverables
Team Members.

I now have 5 Subject Matter Experts but 2 of them don't
seem to be working out
(they don't ever contribute in our meetings)



Dangerous for advisors to believe
that once the team is in place
that **every** Deliverables Team Member
will be right for the team.



*What you'll **never** know (**until** you work together)*

If an individual is a “team player”

- ✓ Willing to **collaborate**
- ✓ Willing to **share** all their work
(and **review** the work of others)



*Your Deliverables Team is **never** fully built*

*(you're **always** building and improving your team)*