



The Advisor PACT Monthly Session™

May 19, 2015

Hosted by Mark Little



Today's Questions

- ✓ How do I explain Truly Comprehensive Financial Services™ to my staff? Could you give a broad overview?
- ✓ What's my Administrative Managers job? What skills am I seeking?
- ✓ I'm trying to fill all the Subject Matter Expert (SME) roles you've described, but in what order should I acquire these SMEs? Is there an optimal sequence?
- ✓ What am I looking for in an effective Subject Matter Expert?
- ✓ How often should I review the members of my team?



Every Team Member Agrees...

- ✓ Our job is to deliver **Truly** Comprehensive Financial Services™ through a **team** of Subject Matter Experts.
- ✓ Our team creates, updates and provides supervision & control over a comprehensive written lifetime financial strategy. Our team commits to **all** of the following...
 1. Ensure every client **goal is on-track**, or proactively provide recommendations required to get back on-track
 2. Be so **proactive** that there are no financial surprises, and no missed opportunities
 3. Make **better** financial choices... in all areas of personal finance
- ✓ Every Deliverables Team Member makes an Advisor **PACT**™ with each Ideal Client.
- ✓ It is the job of each Deliverables Team Member to deliver an extraordinary client **experience**.



This Is a New Business Model

- ✓ We will create fresh **new processes** to implement Truly Comprehensive Financial Services™ as a team
- ✓ We will start this new business model with a **clean** sheet of paper
- ✓ We will **not** attempt to twist Truly Comprehensive Financial Services™ into a pretzel in attempt to shape and mold it to match our old processes
- ✓ We will create new processes to deliver continually greater **value** to each Ideal Client
- ✓ We will not stop until every Ideal Client describes us as “**indispensable**” as measured by The Advisor Value Score™ (AVS).
- ✓ Every member agrees to our team pledge...
 - ✓ What’s best for our **client** comes first
 - ✓ What’s best for our **team** comes second
 - ✓ What’s best (easiest) for an individual team **member** comes last



3 On-going Projects

- ✓ Building our team
- ✓ Leading our team
- ✓ Delivering Truly Comprehensive Financial Services™



3 On-going Projects

- ✓ Building our team: **This comes first**
- ✓ Leading our team
- ✓ Delivering Truly Comprehensive Financial Services™



3 On-going Projects

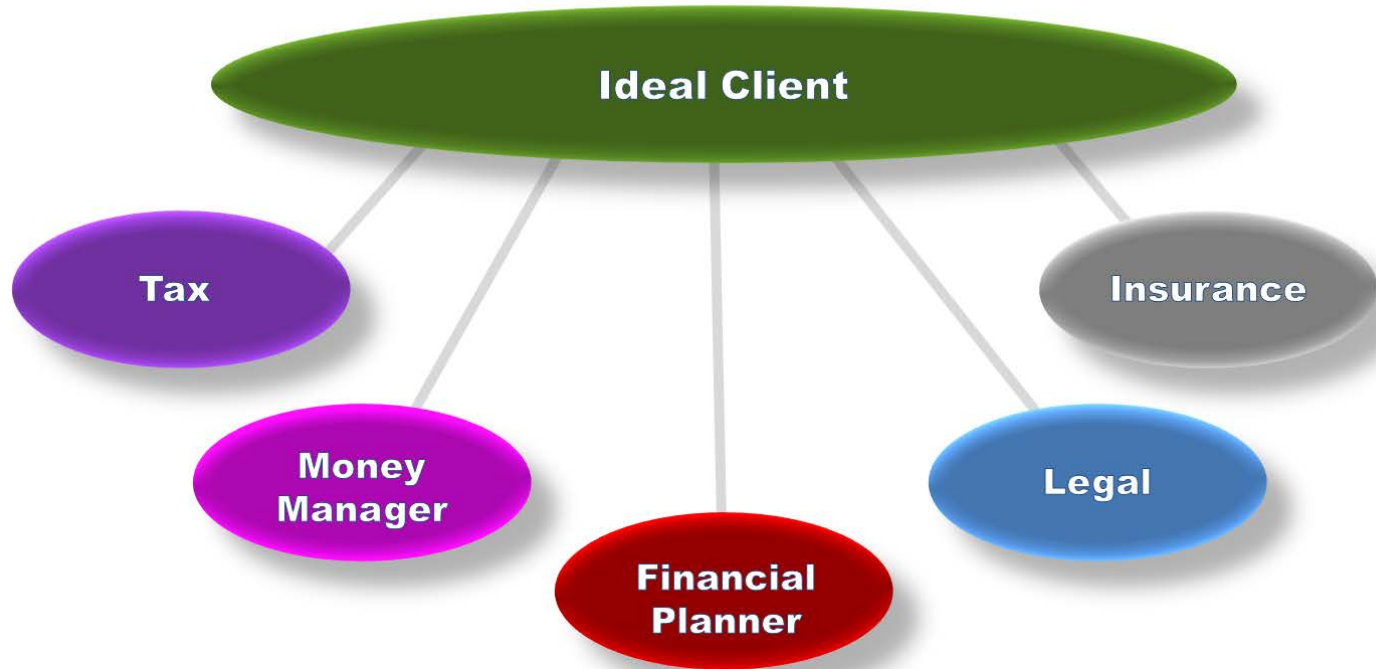
- ✓ Building our team: **By building your team, you are able to “deliver”**
- ✓ Leading our team
- ✓ Delivering Truly Comprehensive Financial Services™

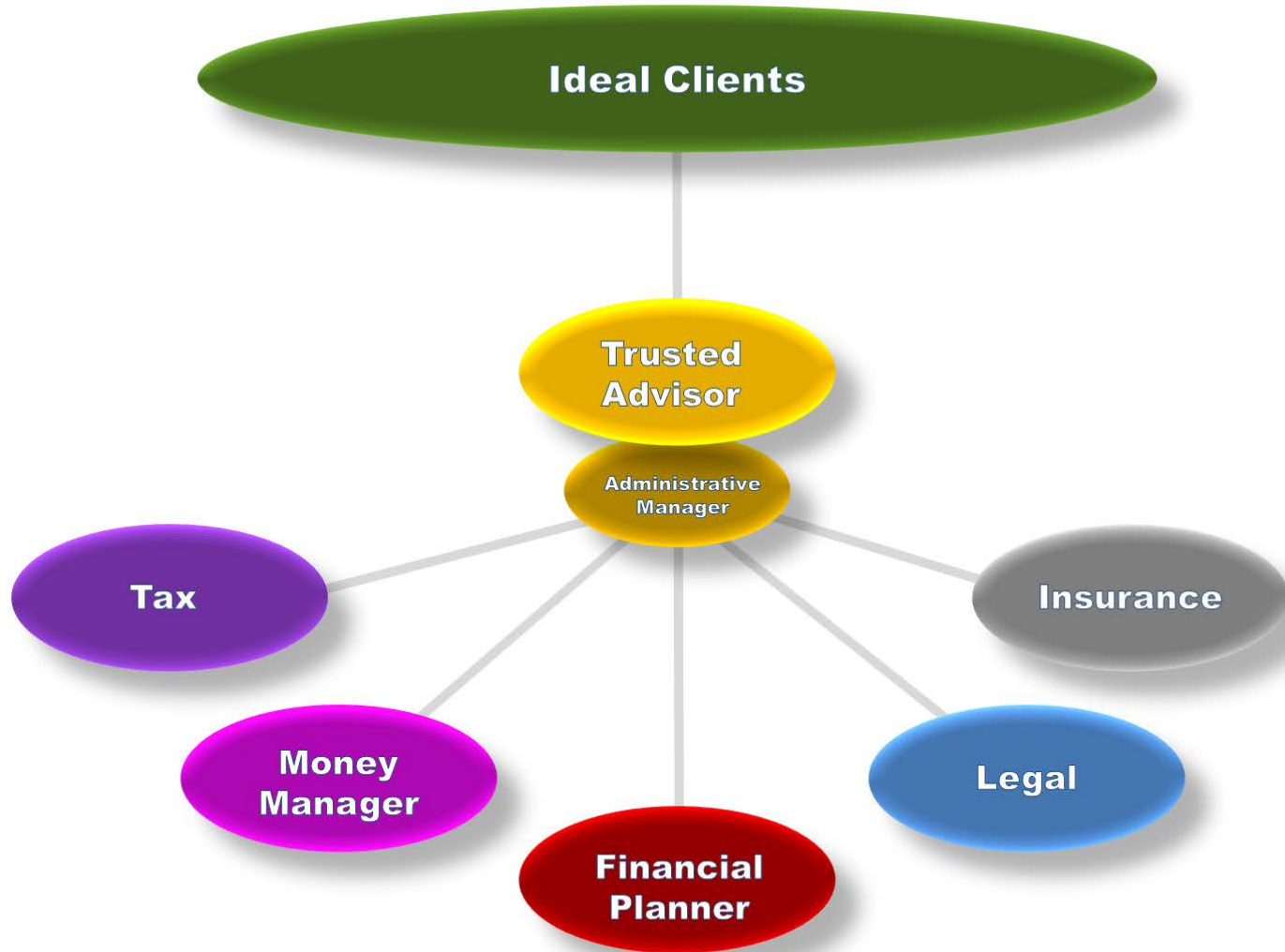


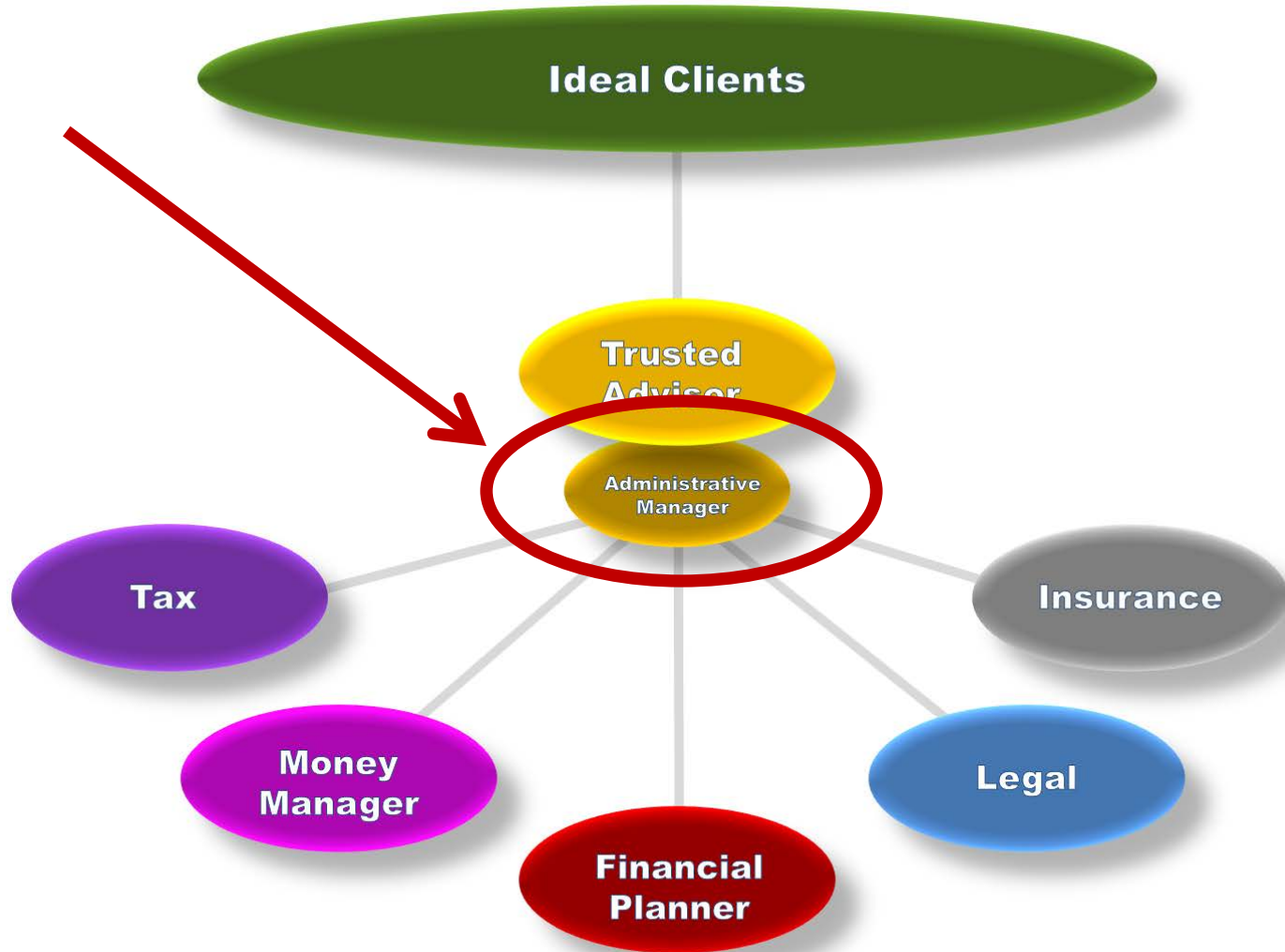
3 On-going Projects

- ✓ Building our team: **By building your team, you are able to “deliver”**
- ✓ Leading our team
- ✓ **Delivering Truly Comprehensive Financial Services™**

Traditional Financial Services Model









Administrative Manager's Critical Role

- ✓ Project Leader (continually moving forward... never stalls-out)
- ✓ “Client Experience” Coordinator
- ✓ Skills we’re seeking
 - ✓ Leadership
 - ✓ Attention to detail
 - ✓ Proactive
 - ✓ Resourceful
 - ✓ Self-disciplined
 - ✓ Reliable
- ✓ Hire slow (rule of 3’s) ...

fire fast



Administrative Manager's Critical Role

- ✓ Administrative Manager understands Trusted Advisor's Priorities (80% of time invested)
 - ✓ Face-to-face or on-the-phone serving Ideal Clients
 - ✓ Face-to-face or on-the-phone with potential clients
- ✓ The role of the team is to take care of...
 - ✓ Everything else!
 - ✓ Protect your advisor's time & ensure they are investing 80% of their time face-to-face or on-the-phone with Ideal Clients or potential clients

How do I find an extraordinary Administrative Manager?

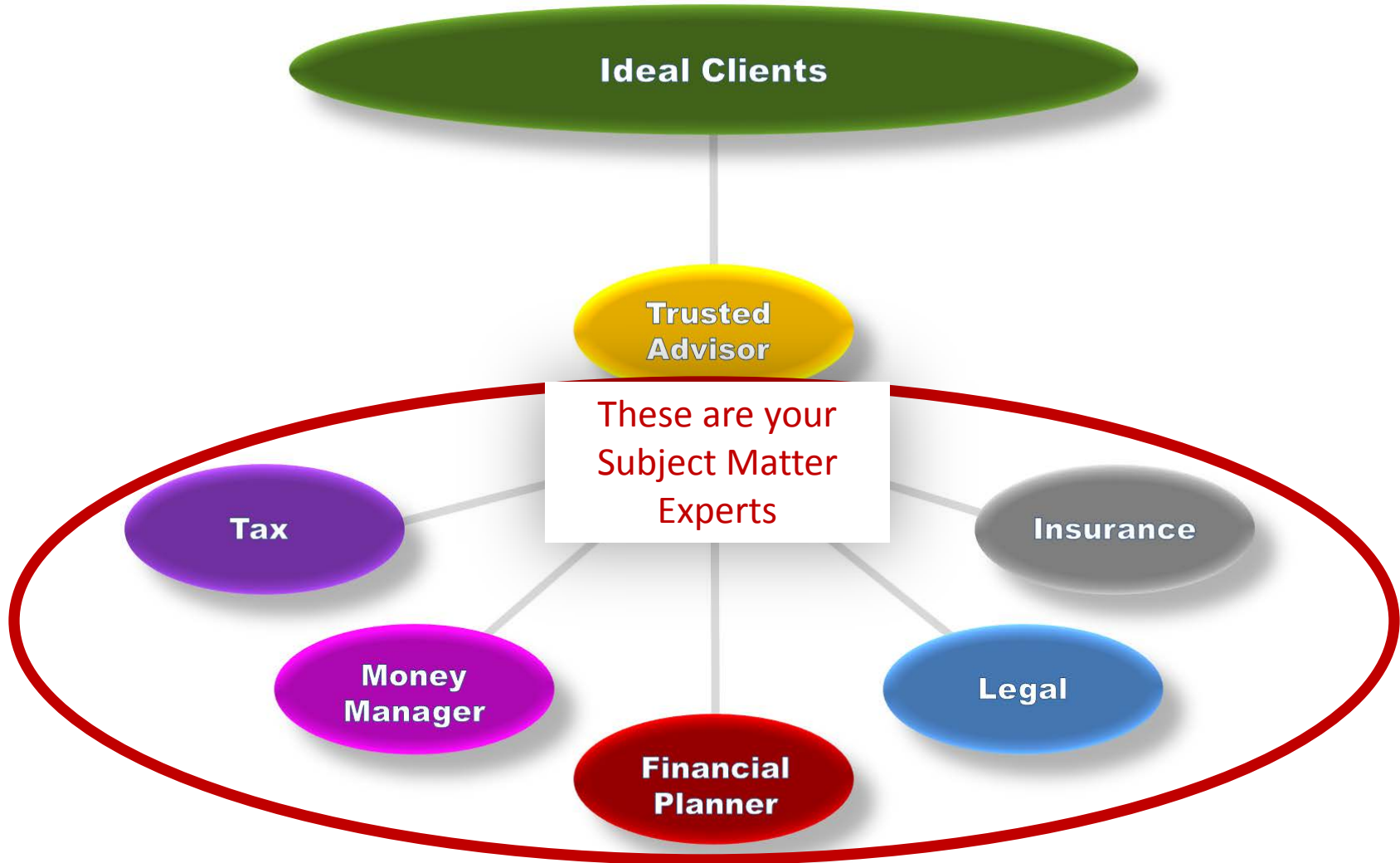
How do I find an extraordinary Administrative Manager?

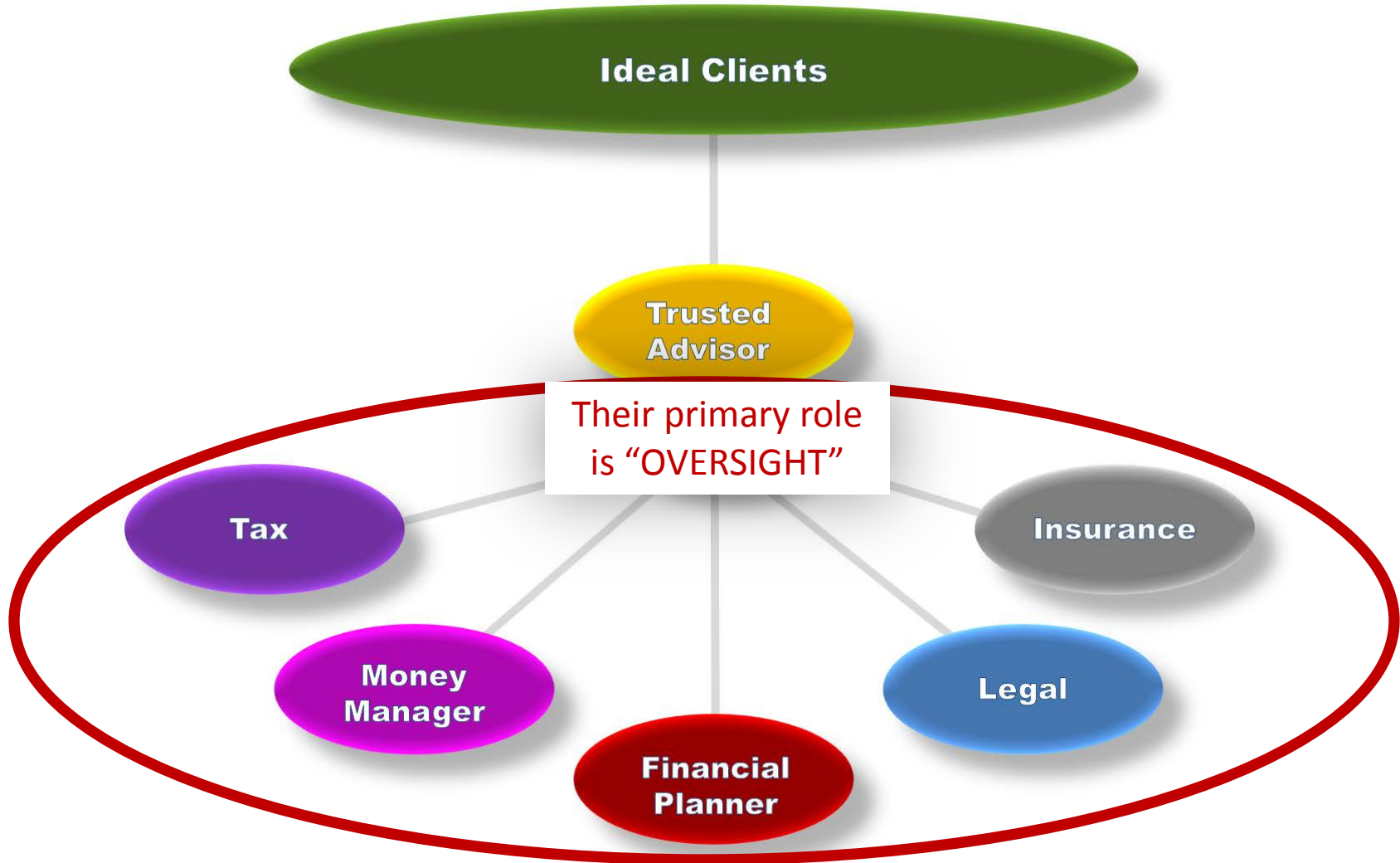
The same way you will find your Subject Matter Experts

How do I find an extraordinary Administrative Manager?

You,
and everyone close to you,
will email **everyone** you know
(at least 500 emails each)

What am I asking my Subject Matter Experts to do?



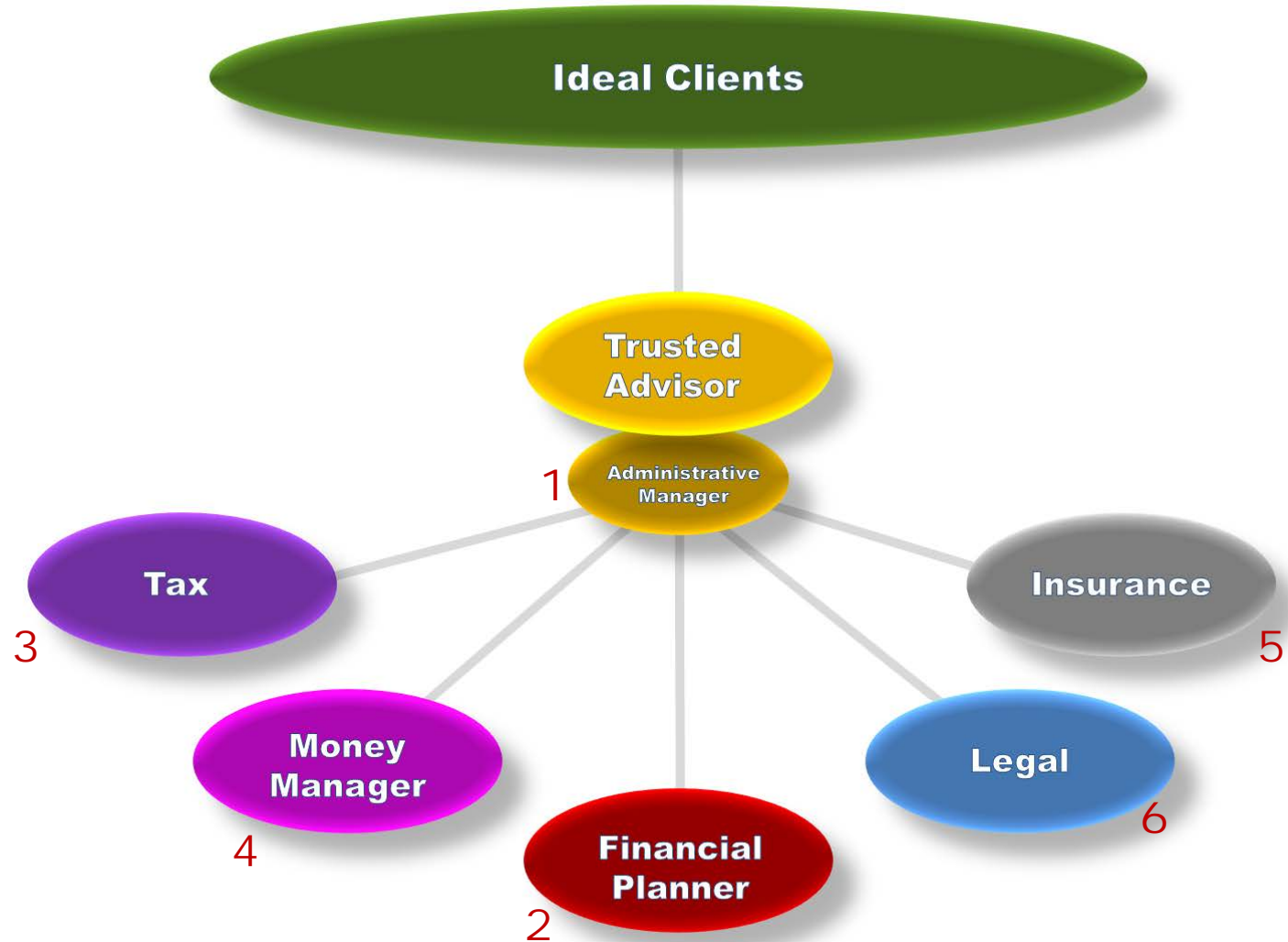




As Subject Matter Expert (SME), My Expectations Are...

1. You must have a **proactive professional process** (**more** robust than my Deliverables Checkpoints™)
2. You must be willing to **collaborate** with our other SMEs in-between client progress meetings
3. You must be willing to **review** the work of the other SMEs prior to every Dry-Run Prep Meeting™
4. You must be willing to **contribute** at every Dry-Run Prep Meeting™

In what order should I acquire my Subject Matter Experts?



How often should I review the members of my team?
(and what should I review?)

As leader, you need to sit down,
individually, with everyone directly reporting to you
at least once every 4-months
(AM + SMEs)

As leader, you need to sit down,
individually, with everyone directly reporting to you
at least once every 4-months
(AM + SMEs)

Make it your Administrative Manager's job to ensure
these meetings are on your calendar 3 times a year
at all times

What should I review?



Every Team Member Agrees...

- ✓ Our job is to deliver **Truly** Comprehensive Financial Services™ through a **team** of Subject Matter Experts.
- ✓ Our team creates, updates and provides supervision & control over a comprehensive written lifetime financial strategy. Our team commits to **all** of the following...
 1. Ensure every client **goal is on-track**, or proactively provide recommendations required to get back on-track
 2. Be so **proactive** that there are no financial surprises, and no missed opportunities
 3. Make **better** financial choices... in all areas of personal finance
- ✓ Every Deliverables Team Member makes an Advisor **PACT**™ with each Ideal Client.
- ✓ It is the job of each Deliverables Team Member to deliver an extraordinary client **experience**.



3 On-going Projects

- ✓ Building our team
- ✓ **Leading our team**
- ✓ Delivering Truly Comprehensive Financial Services™



5 Characteristics of Exceptional Leaders

From article in Inc Magazine... September 2014

1. Fire in the belly
2. High Standards
3. Interpersonal maturity
4. Resilience
5. Ability to Manage



5 Characteristics of Exceptional Leaders

From article in Inc Magazine... September 2014

1. Fire in the belly
2. High Standards
3. Interpersonal maturity
4. Resilience
5. Ability to Manage



5 Characteristics of Exceptional Leaders

From article in Inc Magazine... September 2014

1. Fire in the belly
2. **High Standards**
3. Interpersonal maturity
4. Resilience
5. Ability to Manage



5 Characteristics of Exceptional Leaders

From article in Inc Magazine... September 2014

1. Fire in the belly
2. High Standards
3. **Interpersonal maturity**
4. Resilience
5. Ability to Manage



5 Characteristics of Exceptional Leaders

From article in Inc Magazine... September 2014

1. Fire in the belly
2. High Standards
3. Interpersonal maturity
4. **Resilience**
5. Ability to Manage



5 Characteristics of Exceptional Leaders

From article in Inc Magazine... September 2014

1. Fire in the belly
2. High Standards
3. Interpersonal maturity
4. Resilience
5. **Ability to Manage**



Today's Questions

- ✓ How do I explain Truly Comprehensive Financial Services™ to my staff? Could you give a broad overview?
- ✓ What's my Administrative Managers job? What skills am I seeking?
- ✓ I'm trying to fill all the Subject Matter Expert (SME) roles you've described, but in what order should I acquire these SMEs? Is there an optimal sequence?
- ✓ What am I looking for in an effective Subject Matter Expert?
- ✓ How often should I review the members of my team?