



WHY YOU? ESTABLISHING YOUR VALUE WITH HNW PROSPECTS

Objective

Identify and communicate compelling reasons why prospects should do business with you instead of another advisor or a different financial services firm.

How?:

Simple expressions articulating your value and differentiating yourself from other advisors offering similar services in a crowded field. Showing value in an ongoing relationship. Making the case for your pricing model. Positioning the firm as a product superior to competitors in measurable ways relevant to the prospect. Branding "me" in a few words.

What Does the Seminar Contain?

Delivering the Message - Who Is Responsible?

- Why it's the advisor's job, not the firm's to show the advisor's value
- Why it's **not** the prospect's job to figure it out

Gaining the Relationship - How to Articulate Your Value (In a Crowded Field)

- What do you offer? Is it offered by Most, Some or Few competitors?
- Expressions to position a widely available attribute
- Expressions to position an attribute that may (or may not) be available elsewhere
- Expressions to position an attribute unique to the advisor or firm
- Five unique approaches to articulating value

Ongoing Relationships - Reminding Clients of Your Value

- What is a meaningful contact in the client's opinion
- Portfolio Reviews - Opportunities to focus, gather additional assets
- Measuring Progress to Goals
- Why continuing education has a value to the client
- Confidentiality - It's not a two way street
- Taking credit where credit is due
- Recommending publications and websites as a way to show professionalism

Explaining Pricing:

- What do you charge in direct and indirect costs?
- What is the prospect paying now? Focusing on the difference?
- What are they receiving for the fees they are paying?
- What are you saving them? How does this affect the overall cost?

Positioning the Firm as a Product Superior to Competitors in Measurable Ways

- What makes a reason relevant
- Seven measurable reasons to do business with the firm (with documentation)
- Five conceptual reasons to do business with the firm

Branding - How Do I Communicate "Me" in just a Few Words?

- What is a brand?
- Examples of what makes you, firm unique
- Example of branding statement (22 words)

Action Plan:

- Two page step by step procedure to implement strategy.
- Includes measurable deliverables at each step

What Do Advisors Say?



- *"This could be an all day workshop by itself. Wish we had more time"*
- *"I thought this segment was a great way to help myself think about things I do every day in a different light."*
- *"Overall a quality presentation that delivered value."*
- *"Quickly moving, lots of info, multiple ideas all presented in an interesting manner."*

Links to Articles Highlighting Strategies From Seminar:

Putting a Price Tag on Advice

FT Publications, Financial Adviser 10/18/07

<http://www.ftadviser.com/2011/10/30/putting-a-price-tag-on-advice-MrzHQVTZnP80xDdIFsr4TO/article.html>

The True Face of Advice

FT Publications, Financial Adviser 1/14/20

<http://www.ftadviser.com/2011/10/27/ifa-industry/your-business/true-face-of-advice-Q2dQnJqIj7eS3DKpQ3Ex2L/article.html>

Cruel Intentions

FT Publications, Financial Adviser 1/20/11

<http://www.ftadviser.com/2011/10/25/ifa-industry/advisory-companies/cruel-intentions-GXwmaNVVbmpGAWAtz0inDP/article.html>

Show Your True Colours

FT Publications, Financial Adviser 11/4/10

<http://www.ftadviser.com/2011/10/27/ifa-industry/advisory-companies/show-your-true-colours-AmHznE3XvIxqonmYITdsOM/article.html>

Delivering Your Pitch

FT Publications, Financial Adviser 11/11/10

<http://www.ftadviser.com/2011/10/27/ifa-industry/advisory-companies/delivering-your-pitch-AWtqbmfvikh15A6XdH3imJ/article.html>

Keeping a Report Card

FT Publications, Financial Adviser 3/6/08

<http://www.ftadviser.com/2011/10/29/ifa-industry/keeping-a-report-card-m2ShrEQG6Djtz4CQXCUYVP/article.html>

Get Everyone On The Same Team

FT Publications, Financial Adviser 8/23/05

<http://www.ftadviser.com/2011/11/01/get-everyone-on-the-same-team-8lmCzue6VxxHb9jWdfBj9I/article.html>

Success and the Two Cities

FT Publications, Financial Adviser 4/26/07

<http://www.ftadviser.com/2011/10/30/success-and-the-two-cities-KKH9qlqVUXoHlAYTbn29ZK/article.html>

Going West Can't Provide Wrap Solution

FT Publications, Financial Adviser 10/4/07

<http://www.ftadviser.com/2011/10/30/going-west-can-t-provide-wrap-solution-cJUiWyAuRKN2jqEKlxLj8H/article.html>

How to Win Over a Wary Customer

Professional Adviser (UK) 10/27/11

<http://www.ifaonline.co.uk/professional-adviser/feature/2119901/win-wary-customer>