THE





Nail your ongoing service offer and escape the coming disruption



The program ethos and curriculum is based on working with advice firms across 3 areas and 9 strategic shifts that enable a more scaleable business model by moving **FROM** a current paradigm **TO** the new one.



consultative approach

scale shift 2: CLIENT ENGAGEMENT

sales appointment



WHAT ARE YOUR BIGGEST QUESTIONS ABOUT HAVING A COMPELLING SERVICE OFFER AND CLIENT



BGDEA





What defines a successful financial planning experience?

2%

0

Lower than average fees/insurance premiums Achieving core goals and lifestyle objectives Lower income taxes/other taxes Better than average investment performance Other/I don't know



Source: The Expectation of Advice, 2012, Lombardo and Mota





Figure 1: Vanguard quantifies the value-add of best practices in wealth management

Vanguard Adviser's Alpha strategy modules

Suitable asset allocation using broadly diversified funds/ETFs

Cost-effective implementation (expense ratios)

Rebalancing

Behavioural coaching

Tax efficient accumulation and distribution

Total-return versus income investing

Potential value added

Notes: Return value-add for Modules I, V and VI was deemed significant but too unique for each investor to quantify. See page 8 for detailed descriptions of each module. Also, for "Potential value added," we did not sum the values because there can be interactions between the strategies. (bps = basis points). Source: Vanguard Australia.

Module number	Value-add relative to "average" client experience (in basis points of return)
I	> 0 bps
II	75 bps
	42 bps
IV	150 bps
V	> 0 bps
VI	> 0 bps
	"About 3%"



CHALLENGES





DELIVERY









.









DISRUPTION

T







IN CONTROL





BE REWARDED





IN DEMAND







COMPETITIVE

5





PRACTICE





Millhaven Financial Services

JAMES WILLIAMSON





The Lever aged advice firm

\$150,000

\$850,000



116 review clients

October 2018

TRANSITION REPORT

+ 15% revenue

+ 4% capacity (1.6 hours per week)



1. Assume it's fine The RC is the reason. It's a degustation, not a buffet.

2. Reset at Review Set the frame as the catalyst for the move

3. Prepare visual tools Break down fees and service simply

4. Be good at saying no. "I can't do it for that"







PARTONE THE OFFER





PART TWO THE EXPERIENCE







PARTONE THE OFFER







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OWN THE FRAME





OWN THE WHY

-





= train



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THE ENTRY OF COMPANY OF COMPANY.

THE FINANCIAL ADVISOR'S SYSTEM FOR ASSESSING & MANAGING YOUR CLIENT'S PLANS & GOALS

> INTERNATIONAL ASSOCIATION FOR FINANCIAL PLANNING

ROSS LEVIN

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OWN THE METRIC






WHY ...should we work together?

PROBLEMS

they have and the impact of not solving them

FIT

who you work with/ what you're an expert at and why they come to you

PROCESS

the steps that explain how you work with clients

WHAT ...exactly is it you're offering?

SOLUTIONS you can provide and the likely outcomes

ETHOS philosophy/ model that explains the offer/ transformation

HOW ...does it work?

PRICE

How you get paid, when you get paid and how much you get paid





KEY PRINCIPLES









CLEAR FOCUS

TARGET MARKET

"We specialise in helping.."

SPECIFIC PROBLEMS

SPECIALIST EXPERTISE

"We're the best when it comes to.."



"My advice is for people who believe...

I focus on people who want...

I promise that engaging with what I do will help you get ..."





RELATIVE MARKET SHARE CASH GENERATION







1908 - June 8, 1970)	
ed positive s of exempla-	
created the ds and	
his book,	
ality.	

#3 HOW (PROCESS & PRICE)

ENGINE START STOP





Claims Assistance Guarantee

access to **SUPPORT** How they get help so it stays fixed

Access to your team

Additional advice at a discount

Knowledge Centre access

Total Strategy Management

THREE THINGS I'D WANT









WHO BELIEVES THEIR TARGET MARKET IS PRICE SENSITIVE?





THE TRUTH*

*...according to people with PhDs

- People buy things they want but can't afford every day
- Price sensitivity does not exist. It's risk aversion that stops people from buying; the reaction to not believing that a spend will deliver a desired benefit or outcome.
 - It's what people do when they don't see the value.

Get this right and your biggest concern won't be fees levels, it'll be fair value.



PART TWO THE EXPERIENCE



BGDEA





EXPERIENCE





lt's about being remarkable

VS - Source

KEY PRINCIPLES









Planning will get me there

"You are here"



Feeling on track

"The end game we're working towards is...."



#2 FIND THE HALFWAY



· let's meet . in the middle











PARADOX OF VALUE

"The real price of everything, what every thing costs to the (person) who wants to acquire it, is the toll and trouble of acquiring it"

Adam Smith









"Clients leave when they run out of future"

STEE PS



ONE KEY ACTIONABLE THING YOU'VE TAKEN FROM TODAY?



ONE THING YOU WILL IMPLEMENT IN THE NEXT FORTNIGHT





NOW | Things you can do in the next 48 hours

Re-do your Review agenda Set up your email templates Hand over something to the team Draw your experience timeline Survey existing 10 clients to find the why Roleplay explaining the 5 step proposition Test it model with 5 people Create a ethos model

WHAT | What action will you take?

ACTION PLAN

PROJECT | Implementing over time

Make this a project and scope it out Categorise your clients Make a transition list Redo your Client Service Agreement Work out your "at risk" list Launch one new service element Stop doing something Set your tech up to use visuals

WHEN & WHERE | When will you do it and where will the activity take place?





rever@ged MINI-PROGRAMS



SERVICE MODEL & OFFER WORKING GROUP

Track and demonstrate your clients' progress, and retain longer.

- Deliver a Review experience to keep them coming back year after year.
- · How to keep clients engaged and close without putting the pressure on you.
- · Create an ongoing service proposition that will get traction with more clients new and existing

VALUE++ **BLUEPRINT**

PRACTICE PROFIT **SYSTEM**

PRICING WORKING GROUP

A road-map to a profitable & sustainable advice firm.

- · Build the right fee model for your business and your clients
- How to charge premium prices...2x...3x..or even 10x what your competitors are charging, whilst being able to show the value
- * Build a transition plan to lift your revenue by 10-15% and give you back hours in week.



- Six week mini-programs
- Single-topic focus
- Live weekly training
- One-step-a-time implementation
- Peer Review feedback

...and results with just 2-3 hours/week

VALUE PROPOSITION WORKING GROUP

Motivate clients want to take your advice and master your marketing.

- · Find the best target market for your advice and your business.
- Nail your value proposition and make the offer truly compelling.
- · Sharpen your pitch and differentiate yourself and your expertise



ADVICE PRODUCTIVITY WORKING GROUP

Secrets to increasing output with fewer hours in your work week.

- How to overcome distractions and laser focus on what you want on giving great advice and seeing clients.
- How to learn and pursue ambitious projects and know you'll follow through.
- A framework to systematically build good habits (and effortlessly replace bad habits with productive ones).

olments Closed - Get On the Waiti

Enrolments Open

NEW CLIENT ENGAGEMENT WORKING GROUP

High-converting, low friction consultative client engagement.

- · A 9-step approach to delivering an impactful first appointment without any preparation
- Word-for-word scripts and frameworks for leading clients through a goal setting process to action
- How to make conversations more fun and engaging, using the tools and techniques "naturals" have been using for years
- How to close appointment and get the yes, without being sleazy, pushy or coming across as desperate.

REFERRAL **U**Activator

REFERRAL MARKETING WORKING GROUP

How to cultivate the connections that deliver great introductions.

- How just 5 great partnerships can transform your lead flow...and how you can pick and connect with them in as little as 7 days
- The secrets to getting referral traction with partners and clients - even those you've only started to work with.
- The sleaze-free method for encouraging introductions and the exact scripts you can use to promote yourself authentically.