COMMUNICATING YOUR VALUE

Thinking about who you are and the value you bring is an important exercise that will allow you to better understand how to present yourself to existing clients and prospects. Your financial professional peers discussed a number of different topics that can help you recognize and communicate your value.

Educate the client on what you do

- It's never about the sale—it's about the client; never lose track of that
- Break down the complex into concepts that they can understand
- Make them understand how your office and team function

Systematize your practice

- Replicate a similar client experience across your book of business
- Have clearly defined "levels of service" and explain them to clients
  - Establish the asset figure clients must attain for each level
  - Define the number of meetings you will have with clients in each level

Develop "Client Advocates"

- Client Advocates are more than just referral sources. These are clients who will give strangers, friends and family unsolicited praise on your practice and how you have impacted their ability to reach their goals.
- These Advocates will want you to succeed to the point where your success is a reflection on how savvy they were to work with you in the first place
- Consider a quality gift for these special clients. Make sure the gift is something the client would value; do not over promote your firm so it's a walking billboard—clients should aspire to receive the gift

Make the client feel you are irreplaceable

- There's only one you; acknowledge the competition but highlight the relationship and the support you provide; avoid focusing on the performance
- Make sure clients understand that while you avoid technical jargon in your meetings, there is a complexity behind the concepts and actions you discuss with them; your expertise is valuable
- Explain your niche in the market, why you positioned yourself there, and why you are the only real choice in the market

Standardize the client experience

- Create like experiences for similar clients and client types
- Set expectations on contact; communicate what your staff can and cannot do
- Introduce your team and explain each team member's role
- Indicate who the "point persons" are within your organization. Make it easy, develop a "contact guide"
- Develop methods for continual client contact (Forefield)
- Consider separating the "greeter" at the front desk from the work of answering the phones.
  - Have greeter be personable and make the client feel welcome; multi-tasking instead of focusing on your guests, makes the client/prospect in the office feel "unwanted"

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