

Create Exponential Growth

Enhance Client Engagement ♦ Generate Introductions

Prepared for Specifically for



dynamichDIRECTIONS

Building an Extraordinary Life and Practice for Financial Advisors



Bill Cates, CSP, CPAE
Referral Coach International

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How do you get your messages through?



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How do standout from others?

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Straightest Line to Relevance?

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An Introduction from a Trusted Source

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Why Referrals?

BORROWED TRUST



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~~Why Referrals?~~

Easier to Get Prospects on the Phone

Easier to Set Appointments

Higher Conversion Ratio

Clients Follow Your Recommendations

Reach Higher-Level Clients

Referrals Beget Referrals

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“Introductions”

CONNECTION

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Financial Leadership:
Helping people make financial
decisions that are in their
best interest that they
wouldn't make without you.

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A Systematic Approach
Designed to **Multiply**
Your **Best Clients**



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Engaged Clients Create **Exponential** Growth

Category	% of all respondents	% providing a satisfaction rating of 8-10	% providing a loyalty rating of 4-5 out of 5	% who had provided a referral in last 12 months
Disgruntled	16%	16%	1%	4%
Complacent	30%	66%	98%	20%
Satisfied	39%	76%	99%	20%
Engaged	15%	82%	100%	98%

Absolute Engagement
Julie Littlechild - 2020

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Client Engagement

1. They are feeling good about your **value**.
You make a **value connection**.
2. They are feeling good about **you**.
You make a **personal connection**.

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Engaged Clients Make You Super Referable

Keep the Focus on **Value Connections** and **Personal Connections**



The **Prospect** Experience



The **New Client** Experience



The **Ongoing** Experience

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Personal Connection

Tap into the Power of Your Client-Focused **WHY**


Why do you believe the value you bring?

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Personal Connection

What is Your **WHY**?

- 1 Why You Got Started in this Business
- 2 Why You're Still in this Business
- 3 Why You're with Your Current Firm
- 4 Something That Happened to One of Your Clients

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Client-Focused WHY

“When My Father Retired”



www.SuccessfulMoney.com

Dennis O'Keefe, CFP

TopAdvisorPodcast.com

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Client-Focused WHY

Tim's Results



I tried using my “why” for the first time during a first meeting with two sisters who were interviewing advisors, I used my client-focused why.

Timothy Van Houten

TopAdvisorPodcast.com

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Client-Focused WHY

Tim's Results



The two of them together brought in a little over \$1.5M in assets.

Timothy Van Houten

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New Client Experience

Have an Onboarding Process that Makes Your New Client Go



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Your On-Boarding Process

Enhancing Value

- ✓ Packet of Information
- ✓ Philanthropy / Community Service
- ✓ Book Related to Financial Planning
- ✓ Review of their First Statement
- ✓ Expectations Agreement
- ✓ Introductions to Other Resources
- ✓ Invitation to Educational Event



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Your On-Boarding Process

Advancing Business Friendships

- ✓ Goodies You Mail or Deliver
- ✓ Philanthropy / Community Service
- ✓ Book Related to Their Interests
- ✓ Handwritten Notes, Card, or Calls from Team Members
- ✓ Social Media Connection
- ✓ Thank You Lunch or Client Social Event

Use an Internal Checklist for Consistency



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Client Onboarding "The 90-Day Dazzle"



Bryan Sweet, CLU, ChFC

TOP ADVISOR

EPIISODE #5 **PODCAST**

With **Bill Cates, CSP, CPAE**

TopAdvisorPodcast.com

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Client Onboarding "The 90-Day Dazzle"



Bryan Sweet, CLU, ChFC



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Client Experience
“What’s on your bucket list?”



Lester Matlock, CFP, CRPC, APMA



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With **Bill Cates**, CSP, CPAE

EPISODE #3
TopAdvisorPodcast.com

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Client Experience
“What’s on your bucket list?”



Lester Matlock, CFP, CRPC, APMA

- Wanted to try tending bar.
- Hosted a client-appreciation event.
- Guests brought a bucket list item.
- Now an ongoing theme with many of his clients.

EPISODE #3
TopAdvisorPodcast.com

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integrity
sincerity
reliability
commitment
consistency
competence


Trust

Work **IN** your client relationships and...

Work **ON** your client relationships.

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The Value Discussion

- Unexpressed Issues
- Enhance Engagement
- Unsolicited Introductions

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Your Verbiage Will Vary with the Circumstances

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First or Second Meeting

We've covered quite a bit today.


What are one or two of the most important things we've discussed so far?

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Decision to Work with You


You've made an important decision.

What tipped the scales for you?

What made you decide to move forward with this important work?



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Review Meeting

Let's put the market aside and the economy aside for a minute and talk about something we can control – our communication and overall working relationship.

Is there anything not working that I should know about?

What is working for you? How do we continue to earn your business?



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Make the Value Discussion About


- The Meeting
- The Decision
- The Process
- The Relationship

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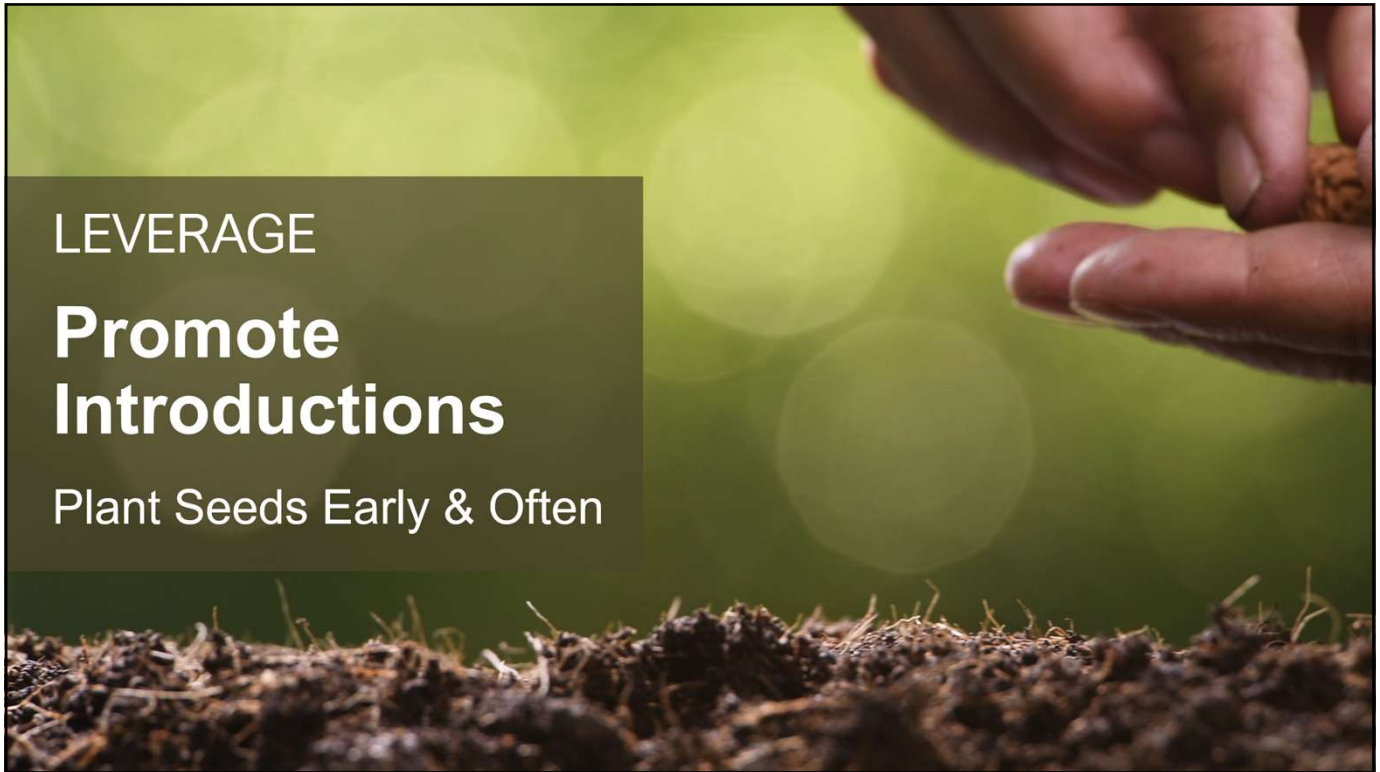


LEVERAGE

Asking for Introductions

Without Pushing or Begging

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LEVERAGE

Promote Introductions

Plant Seeds Early & Often

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Don't keep me a

Secret!

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“I’m never too busy resource for your to see if I can be a friends or colleagues.”

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If you sense that any of your friends, family, or colleagues at all **unsettled** about their financial future, I’d be happy to have a chat with them – just to make sure they’re **touching all the bases**.

- ◆ Concerned ◆ Disturbed
- ◆ Worried ◆ Stressed ◆ Upset

A close-up photograph of a hand sowing seeds into dark, rich soil. Several seeds are visible on the surface of the soil.

Three books titled 'Radical Relevance' by Bill Cates are shown in the bottom right corner.

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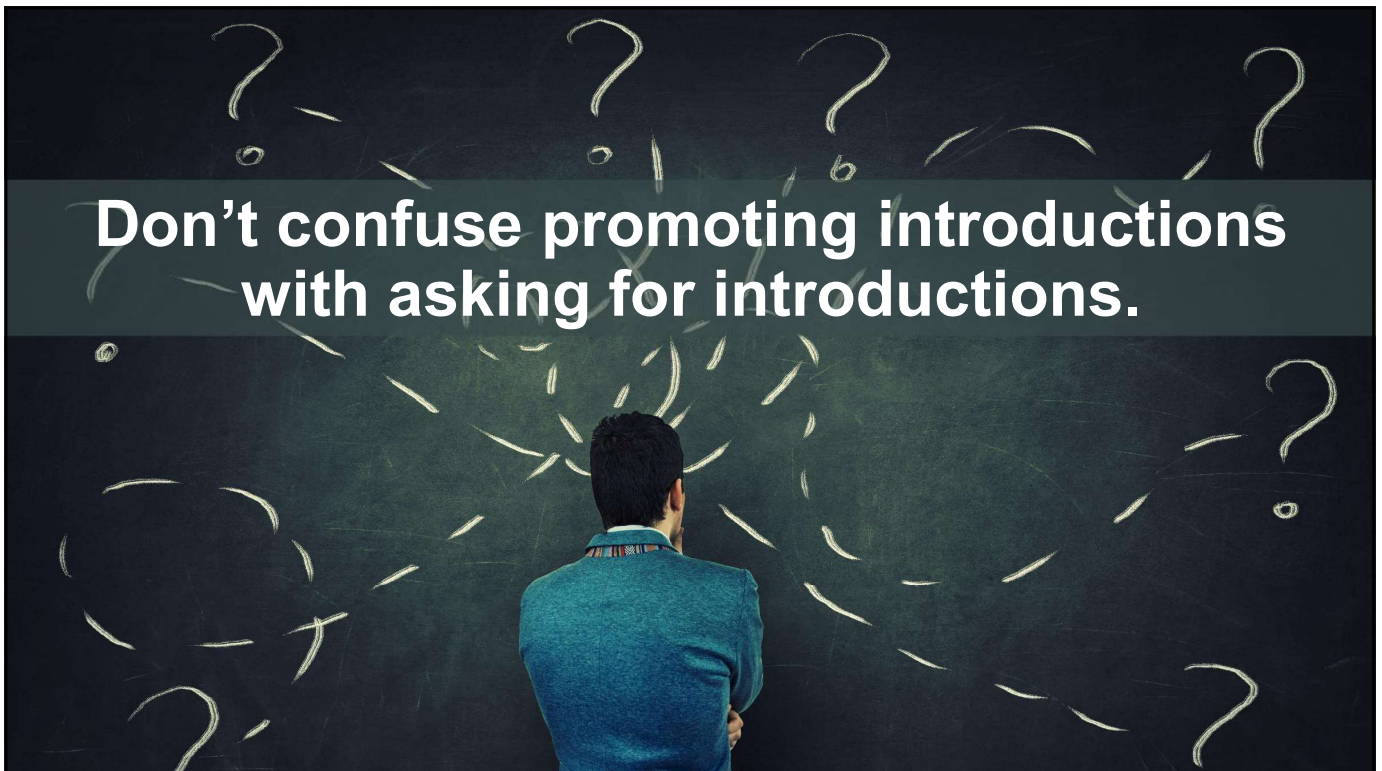
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“If you ever introduce me to anyone, I’d like you to know how I would handle that – what it might look like.”



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**Don't confuse promoting introductions
with asking for introductions.**



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LEVERAGE

Become a Black Belt in Asking

Smash Through Your Barriers

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Asking for Introductions
“A Switch Flipped in My Brain”



Al Fox, CFP, CIMA
\$1B AUM



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EPISODE #8 PODCAST

With **Bill Cates, CSP, CPAE**

EPISODE #9
TopAdvisorPodcast.com

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Asking for Introductions “A Switch Flipped in My Brain”



Al Fox, CFP, CIMA
\$1B AUM

“Once I realized I didn’t have to make the request about me and could make it about paying my value forward.

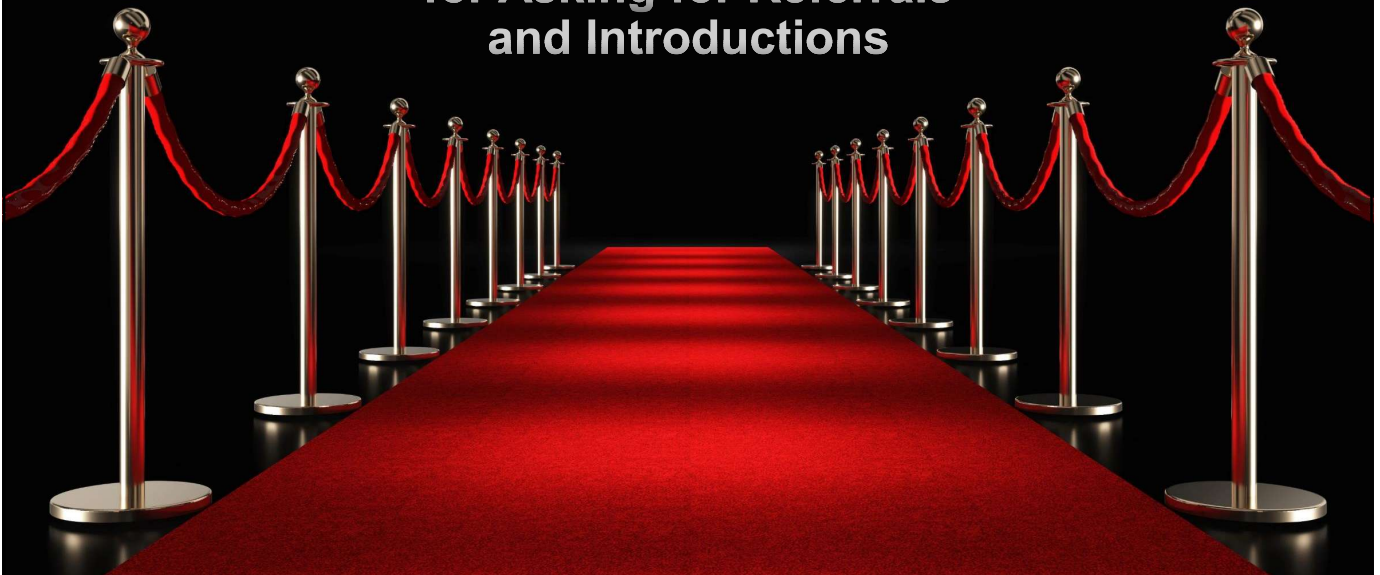
I got very comfortable asking for introductions”

EPISODE #9

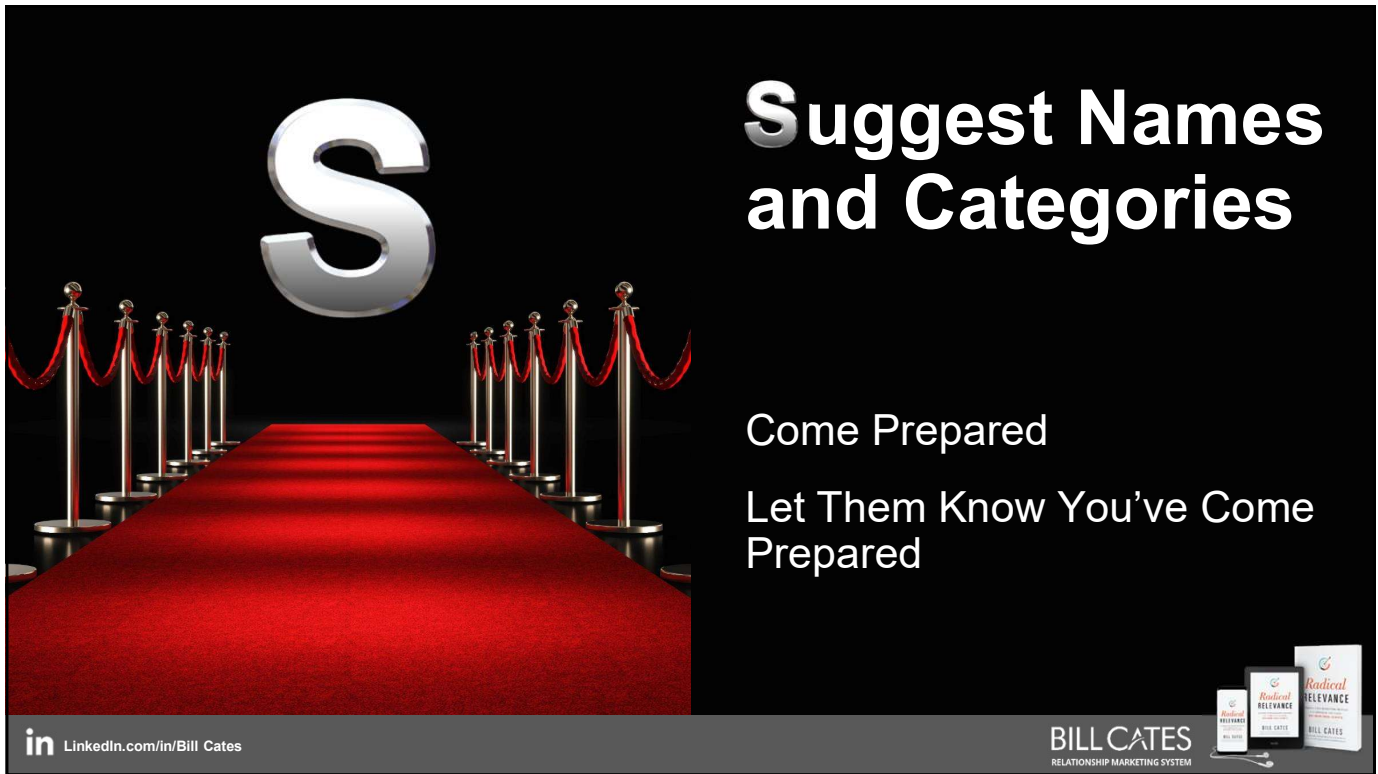
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The VIPS Method™ for Asking for Referrals and Introductions




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Suggest Names and Categories

Come Prepared
Let Them Know You've Come Prepared

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STOP

STOP throwing open the entire universe for your clients to consider!

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**Come Prepared!
Don't Wing It!**

SPECIFIC PEOPLE YOU KNOW THEY KNOW

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**HOT Questions to Ask
Prospects or Clients Early**

Who are the people in your life
who may make financial
decisions that will impact you?

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HOT Questions to Ask Prospects or Clients Early

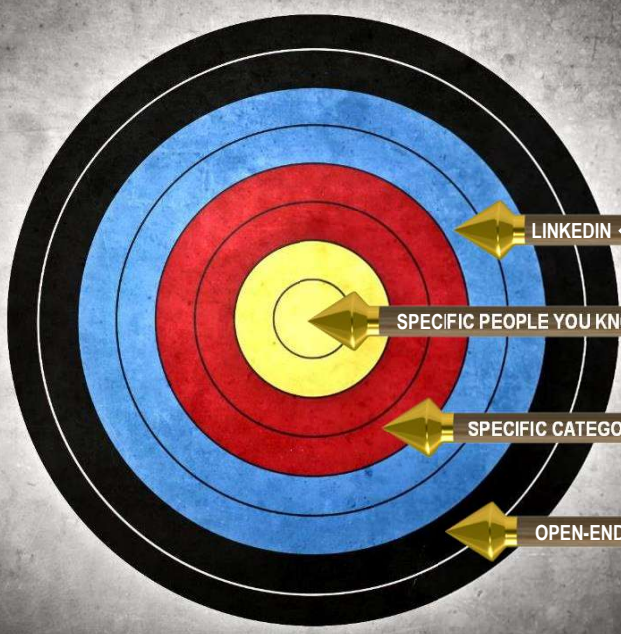
Who are a few folks in your life you respect the financial decisions they've made?

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Come Prepared! Don't Wing It!

- LINKEDIN ♦ DIRECTORIES ♦ LISTS
- SPECIFIC PEOPLE YOU KNOW THEY KNOW
- SPECIFIC CATEGORIES: LIFE EVENTS & MONEY IN MOTION
- OPEN-ENDED BRAINSTORMING

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The VIPS Method™

VERSION #1

- V** Value Discussion
- I** Treat with Importance
- P** Permission to Explore
- S** Suggest Names & Categories

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The VIPS Method™

VERSION #2

- V** Value Discussion
- S** Suggest Name OR Category

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The Graceful Exit

“The next time you recognize someone who you think should know about the work I do, please don’t keep me a secret. Makes sense?”

OR

“I just wanted you to know that I’m never too busy to see if I can help others you care about. Fair enough?”

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About Bill Cates, *Founder of The Cates Academy for Relationship Marketing*

Bill Cates, CSP, CPAE, works with established financial advisors and their teams to speed up their growth without increasing their marketing budget. Advisors tap into Bill's proven process to multiply their best clients through introductions from advocates and Centers of Influence (such as CPAs and attorneys), communicate their value proposition more effectively, and create a reputation in a profitable target market. Bill helps advisors move from pursuit prospecting to magnetic marketing - to attract more Right Fit Clients™.

Bill is the author of four best-selling books, *Get More Referrals Now*, *Don't Keep Me a Secret*, *Beyond Referrals*, and *Radical Relevance*. Bill is a highly sought-after international speaker and coach, as well as the creator of *The Cates Academy for Relationship Marketing™* and host of *The Top Advisor Podcast*.



About Steve Lennick – *Certified Referral Coach™*

Steve Lennick has worked in the financial services industry since 1984. Over the course of his career, Steve built and ran the third-ranked Ameriprise branch in Dallas and the fifth-ranked branch in the upper Midwest. As a result, he has seen just about every situation imaginable in a financial advisory practice, and he knows how to get you through whatever you are facing.

Steve's experience in guiding full practice transformations and the years he spent as an advisor and owner are invaluable. The advisors Steve coaches rave about his emphasis on implementation and how he uses compassionate accountability to help them achieve more than they would have without his guidance.

Steve will use his experience, knowledge and skills to change your life and practice so you can then help your own clients achieve their goals.

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CONNECTION

Secure Solid Introductions

Get Connected

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Safe & Effective

Comfortable & Relevant




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Learn as Much as You Can About Your Prospect

- How do you know them?
- Why did you think of them?
- What might pique their interest?
- How might they react?



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Learn as Much as You Can About Your Prospect

What's going on in their life that's important to them?



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Types of Introductions

1. In-Person, Business Setting
2. In-Person, Social Setting
3. Zoom 3-Way
4. Email Handshake
5. The Client Bump
6. Texting

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EMAIL INTRODUCTION TEMPLATES

The
CATES ACADEMY
For Relationship Marketing

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Email Handshake



Sent by Client Bob Jones

To: Laura Smith; Bill Cates **Prospect and Advisor**

Cc:

Subject: Laura Smith – Meet Bill Cates

Laura – Remember that conversation we had about retiring without having to take a pay cut? Well, I want you to meet Bill Cates. Bill has been guiding me and Sandra through his process and he’s really opened our eyes to a few things we need to put in place to achieve our long-term goals.


Bill – Meet Laura. Laura and I have known each other for years. She’s one of the smartest and well-connected people I know. She’s also a great golfer.

Laura – I highly recommend you speak with Bill. I’m sure it will be time well invested. If you like, the three of us can meet for lunch next week.

Send


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“The Client Bump”



Bob Jones has agreed to add to the email chain when he sees it come through – saying nice things about Bill and encouraging the connection.

Sent by Advisor Bill Cates

To: Laura Smith **Prospect**

Cc: Bob Jones **Client**

Subject: Laura – Bob Jones suggest I contact you.

Laura – My name is Bill Cates. I’ve been doing some financial work with Bob, and he asked me to reach out to you.


I specialize in financial planning for senior-level managers and executives at Emerson Electric. While your company has a good benefits package, there are some areas of exposure you might want to address.

Based on Bob’s urging, I’d like to schedule a brief call (10-15 minutes) to see if it makes sense to continue the conversation. May I send over some time slots for you to consider?

Send

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**EMAIL INTRODUCTION
TEMPLATES**

Send Email with D2 in Subject Line to
BillCates@ReferralCoach.com

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For Relationship Marketing

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The Proven Formula for
Your Exponential Growth

Our brand-new coaching program is designed to help you go from incremental growth to *exponential growth*, by multiplying your best clients and communicating more compelling value.

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A hand holds a clapperboard with the following information:

PRODUCTION			
ROLL	SCENE	SHOT	1 TAKE
DIRECTOR		CAMERAMAN	
DATE			

READY ACTION!

1. Elevate Your Awareness
2. Work on Your WHY
3. Enhance Your Onboarding
4. Check Expectations
5. Teach What You've Learned

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