Certified Wealth Strategist®
Session I: Practice Management Skills-Growing Your Business I
FIRM NAME HERE
DATES

Day One **8:30 AM – 4:00 PM**

I. Introduction: Growing Your Business
- A. Work Your Book
  - 1. Retain Current Client Relationships
  - 2. Expand Current Client Relationships
- B. Attract New Clients
  - 1. Create Opportunities
  - 2. Capitalize on Opportunities
- C. Business Plan "Absolutes"

II. Work Your Book
- A. Retain Current Client Relationships
  - 1. Identify Client Experience "Absolutes"
    Exercise: Participants will split into groups and identify 4 to 6 "Absolutes" for the Client Experience.
  - 2. Adopt Communication Standards for Each Client
    - a. Types
    - b. Regularity
  - 3. Plan Special Events for Clients
    - a. Individual
    - b. Group
- B. Expand Current Client Relationships
  - 1. Gain additional **Insight** into each client's current situation, future, feelings and family dynamics each year. Prepare a chart to track this process with each client.
  - 2. Obtain Additional Assets - Discuss the 3 Greatest Investment Risk Factors for a Consolidated Investment Portfolio
  - 3. Introduce the 13 Wealth Management Issues Document
- C. Develop an Action Plan for Working Your Book

III. Attract New Clients

A. Create Opportunities

1. Identify the Profile of the Client You Specialize in Serving
    a. Financial Profile - $'s
    b. "New Dollars" Niches
    c. "Wealth" Niches - Demographic Groups
2. Create Your Branding Message.
    a. Review of 4-Point Branding Message Format
        1) How I uniquely serve my clients.
        2) How I am able to provide this high level of service.
        3) The vast resources of Firm Name that support providing this level of service.
        4) How this service is delivered locally in a highly personalized and unparalleled way.
            - Team and Client Experience "Absolutes"
            - Why You?
    b. ***Exercise:*** Participants to script and practice presenting the 4-Point Branding Message.
3. Refine Your Prospecting Plan
    a. ***Exercise:*** Revenue Plan
    b. Introductions from Current Clients
        1) Scripts
        2) Make it a **Ritual**
    c. Introductions from External Centers of Influence
        1) Who?
        2) Review of the 4-Step Agenda for Meetings with Centers of Influence
    d. Self-Sourcing
        1) Identify names and lists of names of qualified prospects you would like to meet.
        2) Develop tactics to create interest in these prospects to meet one-on-one with you.
            a) Seminars
            b) Direct Mail
4. Develop an Action Plan to Create Opportunities

Day Two **8:30 AM – 4:00 PM**

- B. Capitalize on Opportunities
  - 1. Disciplined Interview Process
    - a. The 7-Step Investment Interview
    - b. The 13 Wealth Management Issues Interview Checklist
    - c. Interview Techniques
    - d. ***Exercise:*** Participants will practice the 7-Step Investment Interview.
  - 2. Gap Analysis
  - 3. Disciplined Pre-Planned Presentations
    - a. Presentation Skills
      - 1. Numeric Framing
      - 2. Bridging
    - b. Presentation Format
    - c. Closing Skills – Dealing With Delay and Handling Objections
  - 4. Capitalize on Opportunities Action Plan

IV. Review and Finalize Action Plan

- A. Working Your Book
- B. Creating Opportunities
- C. Capitalizing on Opportunities
- D. Knowledge Enhancement

V. Discussion of Certified Wealth Strategist® Designation