

The Art of On-Going Client Care and The Anatomy of the Meeting

The FPA Colorado Conference
October 29, 2009



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Thrive Today
Igniting Transformation and Results



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Agenda for Today

Session One:

- The Nature of Planning
- The Evolution of our 6-Step Process
- On-Going Care
- Measuring Success

Session Two:

- The Effective Meeting Model
- The Summary Letter

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The Essence of Financial Planning -



Addressing the TENSION
that exists between
what our clients need
and want today with
what they WILL need
and want in the
future.

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What does the client want?

1. “Demonstrate your expertise ... help me *apply* your special skills to address my priorities”
2. Demonstrate your interest ... “get to know us warm”
3. “Demonstrate commitment to your business”
4. Service ... continuity ... consistency ... trust
5. Demonstrate commitment to the relationship

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Evolution of the 6-step financial planning process

1. Establishing and defining the client-planner relationship.
2. Gathering client data.
3. Analyzing and evaluating your financial status.
4. Developing and presenting recommendations.
5. Implementing the recommendations.
- 6. Monitoring the financial planning recommendations.**

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Monitoring the financial planning recommendations ????????

- Reconnect
- Monitor and audit progress
- Follow up on action items
- Monitor investment and financial planning policies
- Discover and support commitment to goals, values, vision
- Plan strategically
- Adapt
- Prepare for life's upcoming transitions

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The Pay-Off of Awesome Care



- Reduce client crises behavior
- Know your client in the NOW
- Improve possibilities for your client's success
- Enhance client's **experience** of your value
- Develop trust
- Increase client satisfaction and referrals
- Reduce risks in your practice
- Increase effectiveness in your practice
- Enjoy your clients and practice
- Avert the danger that has not yet come
- Deliver on the vision and purpose of financial planning

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Tools for Awesome Care



- Robust Client Relationship Management software
- Defined deliverables
- Defined processes
- Clarity around capacity
- Clarity around service expectations
- Templates
- Robust planning software(s)

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Tools for Awesome Care



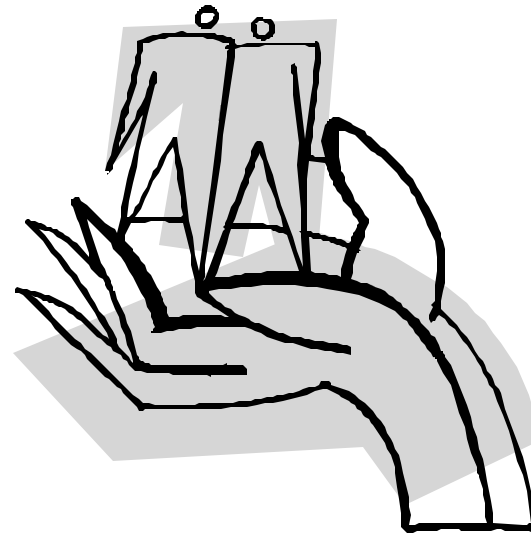
- Robust planning software(s)
- Client access
- Consistency
- Communication and responsiveness
- Competency in all areas of service
- Clear roles, competencies, expectations, training
- Clear values and firm philosophy
- Strategic Calendaring
- Defined meeting process

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Types of Systems-Driven Ongoing Care

- Quarterly reports - the IDEAL
- Consistent monitoring process
- Tracking progress
- Proactive planning
- Proactive value phone calls
- Ad hoc calls and service
- Email, newsletters and snail mails
- Knowledge events
- Conversation cafes
- Celebrations and recognition
- What else???
- **Annual Renewal Meeting**
- **Summary Meeting Notes**



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Measuring Success



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Goals of Financial Planning???

- Financial Freedom
- A Thriving Life
- Prepared for and Resilient in the Face of Uncertainty
- Prepared and Resilient in the face of Life Transitions
- Money Conscious
- Legacy
- Good Decisions
- Clear about What Matters
- Money and Values Alignment

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Integral Financial Planning

Not everything that counts can be counted

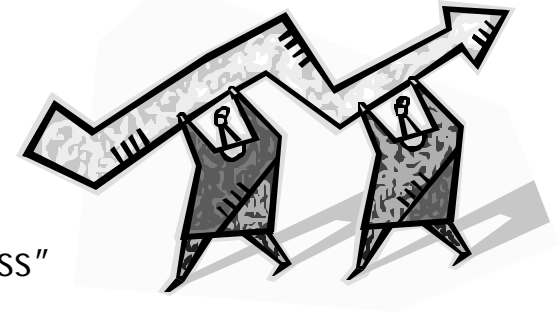
And not everything that can be counted counts

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What should the complete planner track?

The Quantitative

- The probability of success of meeting goals
- Increase/change in net worth
- Stability/change in income and cash flow “wellness”
- Debt levels and ratios
- Investment savings, return and asset allocation vs. IPS
- Funds accumulated to meet specific goals
- Level of protection in place: of income and assets
- Compliance with planning policies
- Completion of action items
- Risk management, tax issues, distribution, estate planning, etc.



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What should the complete planner track?

The Qualitative -

- Clarity
- Confidence and will
- Well being
- Alignment
- Sense of Freedom
- Awareness



- Contentment
- Resilience
- Energy and vigor
- Focused
- Self esteem
- Truthfulness

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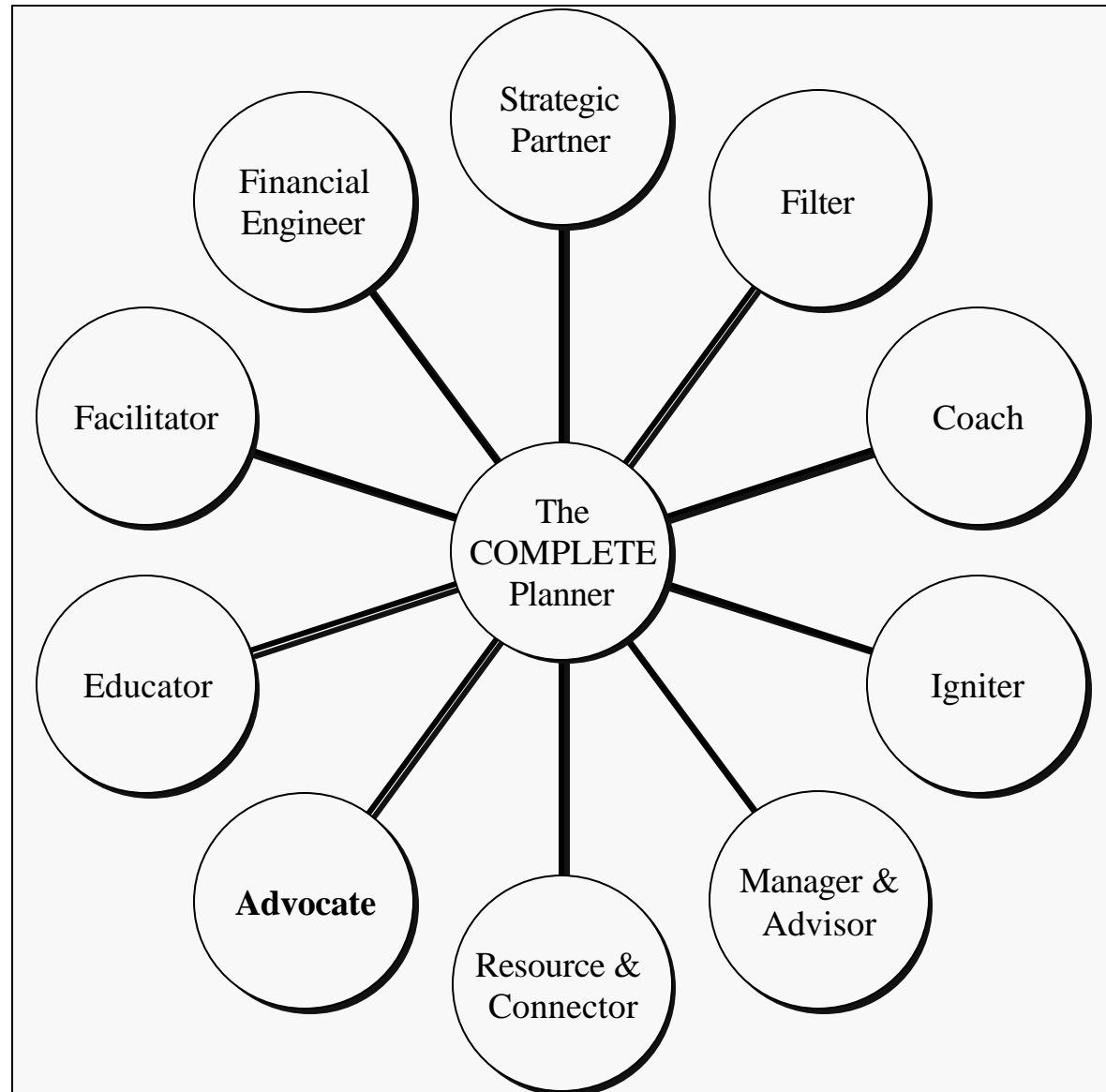
Measuring Success - **All-Resource Planning (Integral Planning)**

- Adequate financial resources to sustain quality of life
- Health and health care
- Meaningful work
- Social/Community
- Purpose
- Resourcefulness
- Resilience
- Interests, skills, knowledge
- Awareness and wisdom

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The Roles of the Complete Planner



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The 21st Century Financial Planner

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Each planner's focus

- Your own clear vision and purpose that is client-centered
- What is the client experience and value you want to deliver?
- Be a mentor to your team, a model for your clients
- Be authentic and courageous and true

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