



November 2020 Edition #17

## PSA UPDATES

**MFIS PSA Group 1 Training** is approaching the final stage in their **PSA Certification**, which I'm sure they are eager to complete!

We were delighted to have a guest speaker this week, Debra MacWilliam from SunCu Financial, share her amazing stories and successes with the FORM & Moment of Truth concepts. She shared one story in particular that literally gave me goosebumps! She is most certainly an Ambassador for truly caring for her clients and paying close attention to the things that matter most to them – and doing thoughtful things to acknowledge them. Interestingly enough, the most powerful story she shared actually cost her nothing other than picking up the phone and leaving a voice message! This concept is all about the spirit of care & compassion – which many people need more than ever now. Thank You Debra : )

**MFIS PSA Group 2 Training** continues and we are working on **Pillar 2: Client Experience**. Almost time for the recap call and setting up the one-on-one sessions : )

**Advisory Team PSA Group Training** for Financial Planners & Assistants at KCSU will kick off on **December 2** and we are just laying the foundation for a terrific program launch!

## ACE SUMMARY

This process is under way and we are delighted to provide enhancements to **simplify & streamline** this process and keep it focused on the purpose: delivering an exceptional client experience.

We have provided a simple **click & type form** that each Advisory Team can work on at their convenience and save to their desktop. Once it is complete, you can send it along with the requested deliverables.

As always, I'm available if you are looking for additional guidance and support on the specific items outlined in your individual [ACE Summary Report](#).

## QUESTIONS FROM THE FIELD



*"The PSA provides a well-define process for onboarding & servicing our wealth clients, but what about insurance clients?"* **FULL DISCLOSURE:** This is MY question because I'm super excited to share the answer with you!

We are *delighted* to let you know that we have specifically added customized insurance processes on the **PSA for Financial Planning Teams Program** which help define **client segmentation and ongoing servicing**

**of Insurance Only Clients.** You will find these specialized resources in **PSA 4: Client Segmentation** and **PSA 7: Client Servicing.**

We have also created a complete **New Insurance Client Onboarding Process**, with every tool and script you will need! Even if this person is an EXISTING wealth client of yours, there will most definitely be resources here that will help you create a consistent, professional, and efficient process for managing delivery of your insurance solutions. You will find the link to ALL of these resources in **PSA 8: New Client Onboarding.**

Insurance Only Clients are people who already know, like and trust you and so it makes perfect sense to cultivate the wealth side of their business. In addition, we know that through Financial Planning & PFO engagement with your top clients, that genuine Insurance Needs will be uncovered. I'll never forget how CUSO Advisor, Dave McCracken said it best: "They rely on us." **Yes, they most certainly do.**

## STAY CONNECTED WITH YOUR CLIENTS THROUGH CLIENT EVENTS

Do you want to know a secret? **Your clients miss you.**

The whole world has come to a standstill going on nine months now. For many this pandemic has created financial upset for themselves or family members, a great deal of uncertainty, heightened stress, and isolation. Yes, people are lonely and **missing** their familiar and valued connections – you being one of them. In fact, you are the one person they probably want to talk to most just to ease the concern and stress they have about their current financial situation – you are the voice of reason. So I come back to one of my favorite phrases which I have taped to my desk **"Focus on what you can control, not on what you can't."**



Here's one simple thing you CAN do to connect and communicate to our clients – **invite them to virtual events.** And, it's never going to get easier than CUSO handing a guest speaker and topic up on a platter and inviting you to invite your clients. That is the 'golden ticket'.

Your clients should receive several points of communication around the virtual event including:

- An interesting and informative invitation either by email or over the phone/virtually;
- A confirmation call or email the day before the event;
- A thank you for attending follow up by email (and maybe even including some helpful information or a link to the recording should they want to see it again or share it with someone important to them); and
- A personal phone call to high value clients a week or two later would also go along way!

I know recently CUSO and some of the other Partners have hosted these virtual events so that you could invite your clients on topics to hear experts speaking on a range of topics from What to Expect with the Market, Responsible Investing, to Estate Planning (Yes, death is most certainly top of mind for people now as we have COVID death rates reported daily. Sidebar: One of the advisors I work with in Toronto has lost 3 of her clients to COVID this year.) And, each of these sessions provided opportunities for your clients to submit or ask questions, which is incredible. The cherry on top are the stories we've already heard from participating advisors where these events have lead to additional communication from their clients afterwards where the advisor is able to provide meaningful and timely solutions to their clients.

I strongly encourage you to **continue inviting your clients to these virtual events** – even if they don't attend, they will surely appreciate the invitation and the continued contact from you. If you have not been inviting your clients to these events, I encourage you to add this to your 2021 client service activities.

## ADVANCED COACHING SESSIONS

### STRATEGIC PARTNERS

The next series of Advanced Coaching Sessions is **Strategic Partners – Part 2**. This is a follow up advanced coaching session to **Strategic Partners 1** where we defined what a Strategic Partner is and got everyone thinking about their current and potential partners. We also talked about internal and external strategic partners as well as, traditional and non-traditional partners.

PART 2 of this webinar will specifically cover the **FIT Process to successfully expand your External Strategic Partners** (including Agenda, Cover Letter's, etc.) as well as, **provide specific strategies on how to work best with your Internal Strategic Partners** -- both of which, will help you receive a steady stream of quality referrals. Each of these topics will be covered in great detail.

Like everything else in the PSA Program, this is about quality over quantity. Having a handful of Strategic Partners can provide you with a steady stream of high quality prospective new clients to supplement those you receive from the branch and within your existing client base.

This session will be offered on **Wednesday, November 4<sup>th</sup> at 2:05 PST** and the CUSO invites have been sent out already. This session will be recorded and uploaded to the CUSO Portal if you are unable to attend. Bring your Strategic Partners Workbook to the call – I've attached it to this email for easy access.

### SET YOUR GOALS

This was a session we offered and recorded in **November 2019** to help get everyone focused on making the most out of the final part of the year as well as, set their sights on what they want to achieve for a brand new year! Like many, I'm sure 2020 was a challenge across many dimensions and you are looking forward to 2021. If you are looking for a little inspiration or some helpful tips and tools to get a positive reframe on the New Year, you can access this on the **CUSO Magical Portal in the "Advanced Coaching"** section – scroll to the very bottom.

Your suggestions and ideas for other advanced coaching topics are always welcome : )



I had a terrific conversation recently with an Assistant on a team I work with outside of CUSO that I just HAD to share. I asked her how she was doing with managing her Maximizer Hotlist (yes, many elite advisory teams I work with also use Maximizer Wealth as their CRM), and she openly admitted to me that she is largely 'paper-based' and went on to confess that she actually looked at her Hotlist each day and proceeded to **write it** out in her notebook! What a time waster!!! Insert my expletive here. I was of course, horrified to learn this but I also sympathized with her because I too love to 'cross it off the list' and make notes when I do things.

I had her pull up her task list up on our virtual meeting and quickly showed her the little **“Excel” icon** on the top tool bar. I told her to click it and see what happens. From there I told her she could sort and organize this list anyway she wanted, add colors, etc. and print it off, make notes, etc. Well, she thought it was absolute MAGIC! She prints this off and uses it daily and at the end of each day completes everything on Maximizer that is stroked off her list and adds the notes and triggers accordingly. It WORKS for her and that’s the most important thing. Find the process that works for YOU.

Whether we are talking about Hotlists or Client Lists or anything else you are generating on Maximizer, it is all easily exported into an Excel Spreadsheet that you can manipulate in any way you want and then print if desired.

## **WELCOME NOVEMBER 2020**

