



May 2020 Edition #11

PSA UPDATES

The **MFIS PSA Training** continues to forge ahead and I really enjoy working with this group! Their webinar training will be complete by the end of June. We expect the next live training for MFIS to start this fall.

The folks at **Christian Credit Union** are well into their PSA Certification Process and we look to look forward to having them fully PSA Certified in June/July.

There are also a couple of individuals who are new to CUSO who I am working with **independently as it relates to PSA Training**.

ACE SUMMARY & ACTION PLANS

All CUSO advisory teams who were fully certified participated in the **ACE Review Process in Q4 2019** and received their ACE Summary Results in Q1 2020. We also notified each team they were no longer required to send along monthly Rebranding Trackers to keep us up to date, as we are now relying solely on Maximizer for rebranding information. As such, in Q1 each advisory team was also sent a summary of our Rebranding Tracker Reports based on the information found in Maximizer related to who had PFOs and Financial Plans.

In order to be sensitive to the current environment, we did not send along individual Action Plans or follow up the Rebranding Tracker Reports (for some of whom there was still a lot of work required to properly complete fields, dates and upload plans). In May, we will be reaching out in this regard to ensure everyone has a solid trajectory for the rest of 2020. Yes, we are still in unusual circumstances but there is a great deal that can and should be done at this time.

- This is the perfect time to **update Maximizer with respect to who has PFOs**, when they were delivered and if you have access to Financial Plans produced – get them uploaded as well.
- It's also a great time to **update FORM information on Maximizer** for your high value clients – surely you've been speaking to them a great deal over the past 2 months so let's be sure to capture this information before we forget it!
- Finally, **let's not forget Moments of Truth** – there is actually a lot NOT going on right now, which means there are important events which have been cancelled and many people disappointed, as well as many business owners going through extremely tough times. If ever there was a time to demonstrate your care & compassion, it is NOW. Make a call, mail a card, send an email or do something a little extra special – just because it's the right thing to do.

Your clients are captive. Yes, many of them are stuck at home right now with little or nothing to do – which is yet another great opportunity! Many of the teams I work with are using this time to contact the clients who still need to be rebranded and teeing up the idea of the PFO Binder, sending along the checklist of items they require to get started, and having clients eagerly and quickly return these items! It will never be easier to do this than it is right now. These teams are preparing many binders right now (doing the heavy lifting) so that when restrictions are lifted, it is GO time for PFO Binder delivery. I encourage you to make the most of this time to achieve as much as you can related to all aspects of the PSA.



QUESTIONS FROM THE FIELD

“We are actually getting introductions to new clients right now, which is great – but how do we manage this with the current COVID situation?”

I continue to be impressed by the teams I work with who are in this same position: They have turned this time of challenge into a tremendous opportunity by being there for their clients and actively using the Introduction Script for Turbulent Times, which is intended to come from a sincere and genuine place. There is a terrific Warren Buffet quote that speaks to turbulent times and the opportunities that come from them: *“Only when the tide goes out do you discover who’s been swimming naked.”* There are a lot of naked advisors right now – fully exposed for not taking care of their clients the way they should have been. This is your opportunity.

Now, it's important to understand that when someone decides they want to leave their current financial professional, they are not interested in waiting weeks or months to get this process started (i.e. we can't wait for COVID restrictions to be lifted to get started with them). I highly recommend you follow the **New Client Onboarding** process as learned in the PSA and is fully supported by the Maximizer Action Plans – the only difference is “Meetings” will not be Face-to-Face, but instead over the phone or better yet, virtually through Zoom, Go To Meeting, Webex etc. Of course this isn't ideal, but again – they are eager to find someone who can truly take care of them, so this is the compromise we make. As always, it's important you tell them this is not your 'normal' approach but given the current circumstances, it is clearly the right, professional and responsible thing to do. They will understand and appreciate what you are doing for them.

I have many teams who are busy not only taking on new clients resulting from referrals, but also seeing a noticeable uptick in **new money and insurance requests** – again simply manage this at a distance to the best of your opportunity. Now is the time to grow-grow-grow!

ADVANCED COACHING SESSIONS

Right now, there is a great deal of opportunity as many investors find themselves with advisors who have failed to provide proper guidance through this storm – and now they are taking action.

Topic:	Introduction Process – the Reboot!
Date:	Wednesday, May 20th
Time:	1:05 pm Pacific Time
Dial & Log In Details:	Go To Meeting details provided by Danielle
Best Suited to Attend:	All CUSO individuals (Financial Planners, MFIS, Assistants)



Here is a simple, yet effective method to managing your “Task List” in Maximizer and it’s called the **4D Approach**:

- **DO IT** – Simply get it done that day and mark it off as complete. This is especially important when others are also involved in servicing your clients.
- **DEFER IT** – If you know you cannot get it done that day, simply move the task to the day and/or time when you know you can get it done. Sometimes it means moving it forward a week or so.
- **DELEGATE IT** – If this is a task someone else is better suited to complete, then realign this task to them immediately. Depending on the urgency of the task, you may also want to tell them verbally or by email you have done so because we never know how long someone else’s task list is!
- **DELETE IT** – Use this one as your last resort. Sometimes we have a task that has rolled forward for so long that it isn’t actually relevant anymore. This could be a Relationship Call that is now entering the same territory as the next one, a great intent you had related to a timely Moment of Truth that has long since passed, or reading/reviewing information that is no longer current and up to date. Simply delete it from our list so it is gone.

It's especially important you make a practice of carefully reviewing and cleaning up your “Task List” everyday so nothing falls through the cracks. This best practice to managing your tasks on Maximizer will make your day look and feel more manageable, which helps reduce stress.

CUSO WEBSITE UPDATE

We are currently working on updates to the **CUSO Magical Portal** and the following items have been added:

- All previously recorded **CUSO Maximizer Training Sessions** (found in the Maximizer Training section);
- All previously recorded **MFIS PSA Training Sessions** up to and including Pillar 2 (found in each individual best practice on the MFIS Training Program);
- All previously recorded **Advanced Coaching Sessions** (found in the Advanced Coaching section);
- All previously published editions of the **Coaches Corner** (found in the Coaches Corner section); and
- The newly created **PFO Additions** – expect more to come (found in the PFO Add-Ons section).

We will continue to make updates and enhancements to the Partner Portal and welcome your suggestions!

Have a wonderful, magical month of May :)