



March 2020 Edition #9

PSA 2020 UPDATE

MFIS PSA Training Well Underway!

I'm delighted to report the first group of **MFIS Trainees** are well into their PSA Training and almost finished **Pillar 1 & Pillar 2 – Client Analysis & Client Experience**. They will be set for their one-on-one calls in March! We know there are many Financial Planners drowning in clients who are in the initial phases of wealth accumulation and should not be in the Financial Planner's list of clientele – these types of clients are ideal for working with the MFIS or are suitable candidate for Virtual Wealth. I know a few of you have delightfully begun this realignment process to the MFIS and are so happy and relieved to do so!!! Congratulations :)

For those CUSO Partners who don't yet have the MFIS role up and running yet, we are looking forward to running the next group of MFIS Trainees through this program in the Fall of 2020.

PSA Certification for Our 2019 Participants

We have completed **PSA Certification Call #1** with all the fine folks at Christian Credit Union and look forward to having **PSA Certification Call #2** with them in March. Our goal is to have PSA Call #3 and final certification completed for this entire group in May 2020 :)

In addition, we are working diligently with their Insurance Specialist to custom create aspects of the PSA to work specifically with this unique role – this includes Insurance Only classification, servicing and onboarding – including an amazing Insurance Binder!

Congratulations to these two amazing individuals who were fully PSA Certified in February 2020!

- * **Maria Flumerfelt**, SunCu
- * **Suzanne Pasjack**, Aldergrove

ACE NEXT STEPS

I will be providing an overview of the ACE Summary Results to the Executive Operators on **Friday, March 13th** in Vancouver.



I will be sending out Action Plans to all advisory teams based on the ACE Summaries – these will be delivered in early March.

Also in March, we will be pulling summaries from **Maximizer** to clearly identify which of your clients have had “PFO Delivery” as well as, those with Financial Plans attached to their contact record. Please use this time now to get this updated asap if you haven’t already!

If you need additional support, guidance or resources to make solid progress as it relates to any part of this summary please feel free to contact me!

PSA ADVANCED COACHING & TRAINING SESSIONS 2020

In **January**, we had an advanced coaching topic on **Anchoring Your Clients to the PFO**. In fact, we are **attaching** (see above) two new **PFO Add-On Pieces** which can be used not only for keeping the PFO Binder up-to-date and current for your high value clients, but these can also be used in Review Meetings with other clients as a value-add. We are delighted to let you know we will be adding a portal to the CUSO Website to load all PFO Updates (like these) so you can pick and choose which ones you’d like to use with your clients :) This will enable you to continue to build on the PFO as the anchor of your relationship keeping it strong and stable.



Special note, the PFO is exactly the kind of extra accountability your high value clients **NEED** to have in times when markets are volatile – like right now. Without the comprehensive planning and accountability, the only measure they will use to assess you is performance. If you haven’t already called your AAA, AA and A clients **please do so this week** – it is HIGH priority. This group represents **17% of the total relationships and 65% of the total AUM/Revenue** across the entire CUSO (and it may be even more dramatic in your own practice). You can also follow up with an email to ease their mind about what is going on in the markets and let them know that you are there to guide them through good times and bad. This is **NOT** the time to go radio silent on your clients!

REMINDER: Here’s what we have on the radar for the **Advanced Coaching & Training Series**, which is designed to supplement the PSA Training to ensure continued practice management improvement and business development success:

Topic: Introduction Process – the Reboot!
Date: Wednesday, March 25th
This day/time is being confirmed – stay tuned for the official invite
Time: 1:05 pm Pacific Time
Dial & Log In Details: Go To Meeting details provided in the Outlook Invite to be sent by Danielle
Best Suited to Attend: All CUSO individuals (Financial Planners, MFIS, Assistants)

Other upcoming topics in 2020 include the following: Your Strategic Partners & Client Appreciation Events.



QUESTIONS FROM THE FIELD

“We are having challenges staying on track with Moments of Truth for our high-value clients – Do you have any suggestions?”

Yes! Here are a few tips to help keep advisory teams on top of this unpredictable, but profoundly important client experience activity for their high value clients (think first class passengers at the front of the plain – they expect and deserve a lot!!!)

How to Keep it Top of Mind so You Don't Miss Precious Opportunities

- Make sure **FORM & Moments of Truth** is on the Weekly Team Meeting Agenda so you connect and talk about it all year long!
- Make sure you are **actually having** your Weekly Team Meetings – this is NOT the same as the daily huddle and designed to tackle things exactly like this to keep the bigger picture on track.
- Use the **New Client Service Action Plan** on **Maximizer** which actually prompts reminders on service activities in the description for both FORM & Moments of Truth (Hooray).
- If you need to, **set additional recurring reminders on Maximizer** to keep things top of mind, for example:
 - In the Spring, set a reminder to be mindful of upcoming **graduations** from high school, university & other programs; **weddings & new babies/grandbabies**.
 - In the Summer, set a reminder to be on the look out for any **big renovations, summer trips or family reunions** (also weddings & new babies/grandbabies).
 - In the Fall, set a reminder to be aware of all the **snowbirds** so you can trigger pre and post trip follow ups with them.
 - In the Winter, set a reminder to be mindful of any **special trips** your clients may be taking as well as, catch up with any missed babies/grandbabies with a “1st Holiday” ornament.
- Set a reminder **once a year in Maximizer** to run a **report of your AAA and AA clients** and identify which ones you've logged Moments of Truth for that year.
 - All AAA clients should have had something happen that would have been significant in their lives – so this group is top priority.

How to Keep it Authentic so it is Delivered with the Genuine Sincerity & Care it is Intended

The best rule of thumb here is to think about your valued client (some of whom you know so well they begin to feel like friends and family), what you know about them, what is specifically going on in their world and respond in a way you believe is the most thoughtful and appropriate. Sometimes this will be a simple but heart felt card, email, text – and sometimes it may involve a small gift.

Several of the CUSO advisory teams are absolutely ROCKING this concept and seeing the payoff in the quality of the relationship they have with their best clients and getting referrals, which is awesome! They frequently refer to the Moment of Truth field in Maximizer to ensure everyone on the team can follow



up and connect on important events in their clients lives, which makes your client feel very special! Other teams openly admit this is a challenge for a number of reasons: time & capacity, unsure of how to respond, and simply forgetting. I want to remind you that if you have a Moment of Truth and you aren't sure of what to do, ask your colleagues or others for feedback and brainstorming – and feel free to drop me an email too as I'm more than happy to assist you!

With that, I'll leave you with this amazing quote: *"People don't care how much you know, until they know how much you care."* Theodore Roosevelt.



A reminder to everyone that this is an AWESOME place to capture the FORM information in Maximizer - on the FORM Details tab of the individual contact records. It includes the key information you would want to know about your AAA, AA and A clients.

I especially like the latest addition related to **Volunteering** and just so everyone is aware the **Grandchildren** field, although it looks small does hold a fair bit of information so you can easily capture a list of names and ages! Also don't forget to use the **Important Information** as well a **Beverage Preference** to really personalize the client experience especially when they come in for Review Meetings.

When uncovering **Moments of Truth** as discussed above, use the 'set it and forget it' mindset for triggering activities/follow up related to events or happenings. Allow yourself a 'margin of safety' to plan and prepare for the execution of however you may choose to acknowledge the event – sometimes we have crazy weeks and we don't want to miss the opportunity to WOW a top client because again. **This is part of the client experience that also builds high levels of trust and goodwill in the relationship and helps us weather the storms like we are experiencing right now – it matters.**

Investment Custom Tab Auditing Contacts Related Entries Accounts User-Defined Fields

Client FORM Profile

CURRENT EVENTS	RECREATION
Important Information: Responsible Investing (RI):	Beverage Preference: Personal Interests: Social - Hobbies: Sports and Recreation: Travel: Music: Charities and Service Club Interests: Alumni: Volunteering:
FAMILY	OCCUPATION
Marital Status: Spouse's Full Name: Anniversary Date: Mother: Father: # of Children: 1st Childs Name: 1st Childs DOB: 2nd Childs Name: 2nd Childs DOB: 3rd Childs Name: 3rd Childs DOB: 4th Childs Name: 4th Childs DOB: 5th Childs Name: 5th Childs DOB: Sibling(s): Grandchildren:	Employment Type: Occupation: Title: Employer: Start Date: Type of Business: Employer Address: Position: Last Education Institute: Professional Education or Credentials:

It's so nice to **SPRING** ahead with the clocks this month and have the days a little longer! Have a great March everyone :)