COACH'S CORNER

April 2024 Spring - Edition #55

SPRING IS IN THE AIR

No matter how the winter goes along – long, short, cold, warm, wet, or dry – it is <u>always</u> followed by Spring. Always.

At Mindset we focus on the aspects of *mankind that never change* – things that stand the test of time regardless of what is going on politically, economically, and technologically. It works.

Recently, I had a team who moved offices and instead of relying on just email (the path of least resistance) to notify their clients, they also sent along a **professionally printed post-card** to each household which cost them about $50. They joked the postage to send these postcards was far more than the cards themselves – but absolutely worth it. As a result of those postcards landing physically in the **hands of their clients**, they had an influx of client calls related to new business! They were even more delighted to learn that two of those inquiries created two very exciting insurance opportunities within their book of business.

Just because something is faster, easier, and cheaper through technology doesn't always means it is always the best FIT. Think carefully about how you can impact your clients this spring in ways they will remember. This is a contact sport.

MEANINGFUL CLIENT TOUCH POINTS THIS SPRING

Spring is a time when many of us are full of optimism and thoughts of spring flowers and longer days! As a follow up to the message above, you can help your clients focus on: **Final Tax Time Needs, Getting Organized, Moments of Truth, along with a few special occasions.** There is no shortage of topics, opportunities, and touchpoints for your clients this quarter!

You may want to consider using this time to connect with clients as follows:

- **Sending a Spring Card to top clients** (and maybe including a pack of seeds for their planters or garden)
- **PFO Spring Clean** see attached
- **Send a warm card, note or email** to acknowledge any of the following special occasions: **Earth Day, Mother's Day, Father's Day**
- **Inviting them to Client Events** – Virtual or In-Person
- **Moments of Truth** for upcoming **Graduations & Retirements** (June is a big month for both of these!)

- **Moments of Truth for Money Milestones** like paying off a mortgage, or hitting a specific investment milestone

Regardless of what you choose, do something to meaningfully connect with your clients between April and June before everyone gets into the holiday mindset.

UPCOMING ADVISOR EVENTS

I'm delighted to share with you that this spring provides Advisors with many opportunities for continued learning and professional development:

- **April 18th – Value Proposition part 2 of 2, Recap of Advisor's Individual Value Proposition**
  - Larry Rodney, Aviso Wealth – Advisor Workshop
- **May 2nd – There's Business in Your Business**
  - Johanna Johal, Manulife Financial - Advisor Webinar
- **May 7th – CPCA Review – What Has Been Done Since Completion of Program**
  - Available exclusively for the CPCA Graduates – Advisor Workshop
- **June 13th – Decumulation Strategies part 2 of 2, Recap of Strategies Explored in NaviPlan Case Study**
  - Elton Liu, Aviso Wealth and Sheldon Craig, CUSO – Advisor Workshop

SHOUT OUT TO THE SUNCU TEAM!

WOW – This is a big shout out to the SunCu team for their commitment to adopting the PSA philosophy & approach. Check out this amazing email I recently received from Debra including her amazing PSA poem, which I'm sharing with her permission:

> Hi Sherri,
>
> I am excited to share a great story with you!
>
> We had a referral and followed all the steps of the PSA to onboard them for their introduction.
> The potential new client came in this morning for their first appointment with John.
> They were so impressed with the whole process that they brought me flowers!
>
> **PROVEN** Strategies are a predictable set of steps that are **planned** out and **prioritized** to help you **prepare potential** new clients

The **recommended** steps are **researched** and **reliable** to **net results**
Staying **organised** with an **optimized** and **outlined** action plan means you **outshine** your competition
Sticking to this **vison** of **vital** and **verified** steps
Will **emphasize** your **elevated** approach and **establish** you as **exceptional**
Navigating the process will **nurture new** relationships

Sincerely,
Debra MacWilliam RIS
Client Experience Specialist I SunCu Financial Services Inc.

I absolutely LOVE receiving emails like this from the CUSO Community about PSA Implementation! Thank you so much for sharing this, Debra! Keep them coming :)

PSA 1 FOUNDATIONS CONTINUES

PSA 1 Foundations Training for Advisors & Assistants is currently working on **Pillar 3: Client Onboarding** and will finish their PSA Training on June 12. Everyone in this group will begin the **PSA Certification** process at that time.

PSA 1 Foundations Training for MFIS is currently working on **Pillar 4: Client Transitions** and will finish their training on April 10 (yes – very soon!). MFIS who have 50 or more wealth client relationships will then move into **PSA Certification** process.

We are looking forward to this round of PSA 1 Foundations Graduates!

BOOMER BANTER

One of the responsibilities we have as Financial Professionals is to prepare clients for their financial well-being over the long-term. When it comes to ensuring your clients have a Will, it's especially important to your Boomer clients who are approaching ages which mortality statistics predict a higher probability of death. Moreso, there is an increasing number of complex family situations with divorces and blended families that can create stress, frustration, and unintended negative financial consequences if unchecked.

I encourage you to use 2024 to check in with your clients to ensure they have a current and up-to-date Will in place. If they do, great – make a note of it where it is located and the date it was created on Maximizer. If they don't, ask them if they have a Lawyer who can assist them – and if they do, terrific. If they don't have a Lawyer to assist them, you have a couple of options to assist them:

- **Introduce them to a trusted Attorney who is your Strategic Partner** – so long as you have one and they are a good fit for the client and vice verse; or
- **Share with them the online Will Kit solution -** which is terrific for most basic estates, provides absolute privacy, and is cost effective.

Recently, Sheldon shared with us that he used the company **Willful** (featured on Dragon's Den), which is an **online Will process** to update his and his wife's Wills. Now, you all know how passionate Sheldon is when it comes to financial planning and things like this – and how detailed oriented he is and focused on getting things right (and this is a sincere compliment by the way). If this company and their process got *Sheldon's stamp of approval*, it speaks volumes about their online solution. As such, I think it's one worth learning more about as a possible solution for some of your clients when it comes to Will preparation.

- For more information, please visit: https://www.willful.co/

The key take-way here is please **ask your clients about their Wills** and provide them with the **solution which is the best fit** for them.

P.S. This is also an eerie reminder of how professionals are being replaced by technology in many sectors – if we aren't providing value-add, personalized guidance, and meaningful advice we are essentially replaceable.

QUESTIONS FROM THE FIELD - *"Do you have any suggestions for how to connect with Strategic Partners at this time of year?"*

For those of you with important Strategic Partner relationships, this is a time to be planning some key points of contact.

CPAs & TAX TIME TOUCH

April is a stressful month for CPAs and the last day of the month in particular!

Make the day a little more enjoyable by dropping off a box of muffins or donuts to help make their day a little more enjoyable. Alternatively, send a nice card with a Tim Horton's Gift Card so they can order some treats for themselves and staff.

CANADA DAY

Consider sending or dropping off a little something special to your Strategic Partners in celebration of July 1st Canada Day.

Lavish has some great Canada Day & Maple Leaf themed cards which alone would make a statement, but if you include a small plant for their office with a small Canadian Flag it may wind up in the client waiting area creating awareness and exposure beyond the Strategic Partner. And if that sounds like a bit much, include a Gift Card for them to enjoy a coffee & treat at either Starbucks or Tim Horton's.

FALL EVENTS

Another great way to connect with and engage your Strategic Partners is to ask them if they are interested in **facilitating an in-person or online event** for your clients on a topic you feel will be of value. Start thinking about a Fall event and who a great guest speaker might be – and start talking to them about it now (unless they are a CPA – then you definitely need to wait until after tax season!)

Continue to think of fun and creative ways to so show your Strategic Partners you appreciate them. The small things are the big things.
Be sure to share any ideas with me so I can pass them along to the group!

By Jennifer Broad

Schedule some time this spring to brush up on your Maximizer Skills!

Whether you are a new user or a veteran user, Maximizer released a New Onboarding 101 User Video in February 2024. It helps reinforce all of the areas and fields that we use on a daily basis. It also goes over customizing headers in certain sections to help simplify the system for us. Take a moment to watch the replay video!

Maximizer Onboarding 101: Essential Training for New Users

FINANCIAL PLANNING TIPS *By Sheldon Craig*

Who wouldn't want to know about **TAX CREDITS & DEDUCTIONS MEMBERS MISS WHEN FILING TAXES**?

Yes, we are rapidly approaching the Tax Deadline, and this is a focus area for *many* of your clients this month. What a terrific way to add value to your clients – helping them keep, save, and invest more of their hard-earned money! Yes, some of our clients have CPAs and Tax Specialists who are on top of this, but we also have some who are the DIY crowd and managing their own tax preparation and *they don't know what they don't know*.

Please refer to the attached resource to ensure you can spread the joy of some commonly missed **Tax Credits & Deductions** with your clients!

If you have specific questions about these tips, please feel free to contact Sheldon.

SPRING TRIVIA! *By Ann Wong*

On Earth Day, we celebrate our beautiful planet. We recognize it by raising awareness on the activities we can do to protect it.

- **When was the first Earth Day** and what will you be doing to make this world and/or your community a better place?

The first person to get the correct answer to **Jennifer Broad** will receive the coveted title of **CUSO Trivia Winner** and maybe receive a little something-something!

SPRING INTO ACTION

Best Regards,

Sherri Palle MBA, CPCA
Business Advisor, Consultant, Coach & Speaker

TRUST is Everything

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