OVERCOMING RECESSION OBJECTIONS

Objective

Many clients and prospects have been on the sidelines for all or part of the past four plus years. This seminar addresses strategies to proactively encourage them to take action.

How?:

Follow a procedure to identify the complaint or obstacle, uncover the real issue, highlight the meassage to want to convey and be aware of the message you want to avoid, review several proactive responses for a call to action.

What Does the Seminar Contain?

"Complainers" – Getting Them to Listen and Take Action:

Objections are first addressed as follows:

- What's the real issue?
- Message to deliver
- Message to avoid
- Examples of how to address the issue while seeking business

Types of complaints addressed:

- "I've Lost my Dream"
- Wanting Someone to Blame – The Financial Services Firms
- Wanting Someone to Blame – Advisors as a group
- TV News and the Media
- Sensitivity to Fees
- Questioning your qualifications
- I would do business but…
- Thinly-disguised insults

"Listeners" – Making the Case For Them to Take Action:

- Which market would you invest in?
  (2 ways to look at S+P YTD performance)
- What do you need to see before you would get back in?
- Recalling "The Investment Pyramid"
- What's the best stock you ever owned?
- Reintroducing dollar cost averaging

Clients at Risk" – Engaging clients about to leave the firm

- You only call when you want me to buy or sell something
- The spouse in a joint relationship openly dislikes you
- Things have gone wrong. The client is establishing distance

What Do Advisors Say?

- *"Great feedback on rebuttals and how to overcome – Negative thoughts others are feeling. Helpful with opening conversation lines"*
- *"Responding to objections – Ask 'When do you want to get back into the market?"*
- *"Good one liners to common objections"*
- *"Good ideas on getting clients back in"*

Links to Articles Highlighting Strategies From Seminar:

Soothing the Frayed Nerves *FT Publications, Financial Adviser (8/26/10)*
http://www.ftadviser.com/2011/10/27/ifa-industry/advisory-companies/soothing-the-frayed-nerves-Cz3HaXMUFFhINOitq1lJUM/article.html

Four Common Client Fears (and How to Erase Them) *Professional Adviser (UK) 9/8/11*
http://www.ifaonline.co.uk/professional-adviser/feature/2107401/overcome-common-client-gripes

When Advisers Become a Target *Prof'l Adviser (UK) 5/19/10*
http://www.ifaonline.co.uk/professional-adviser/feature/1649461/when-advisers-target