



# THE ART OF ATTRACTING OTHER PEOPLE'S CLIENTS (AND RETAINING CURRENT CLIENTS)

## Objective

Attract other advisor's good clients. Retain good clients already on the books.

## How?:

Attracting satisfied clients is approached by getting on their radar screen; raising visibility; and making a low-key and compelling case to start a business relationship. Retaining clients is addressed by recognizing and addressing early warning signs that a client is considering leaving.

## What Does the Seminar Contain?

### Pillars to building and retaining business:

- Where do clients come from?
- Who does the work?

### Why Will Clients Leave Their Current Advisor (or establish a new relationship)

- Dissatisfied clients
- Satisfied clients

### Attraction and the Art of Seduction:

- How does it work in Hollywood?
- Ten Steps of Seduction (as seen on the screen)

### Applying to Your Business – What Are The Ten Steps of Attraction?

- Know your prospects
- Create exclusivity
- Be discrete
- Make them feel important – Listen
- Establish a rationale
- Identify a need
- Establish yourself as the alternative
- Be in front of them
- Make it easy
- Make it difficult to go back

### Examples of the Strategies in Action:

- Listening
- Asking
- Creating a need

### Client Retention:

- Ten Myths About Clients
- Why do clients leave? (survey and interview results)
- What issues put a relationship at risk?
- Why do clients say they leave?
- What are the warning signs?

### Three Scenarios of Clients at Risk (and proactive strategies to address)

- You only call when you want me to buy or sell something
- One partner in the relationship openly dislikes you
- Things have gone wrong. It's quiet. Client is establishing distance

### Can a Lost Relationship Be Recovered:

- Conversations if the client has already left

## Action Plan:

- Step by step action plan with measurable deliverables (for attraction and retention scenarios)

## What Do Advisors Say?



- “Thorough, covered a lot of angles”
- “Put dissatisfied client on the spot, difficult to say no in person”

## Links to Articles Highlighting Strategies From Seminar:

**Making That Vital Introduction** *FT Publications, Financial Adviser 9/30/10*

<http://www.ftadviser.com/2011/10/27/ifa-industry/advisory-companies/making-that-vital-introduction-SLTDTzO30r6RoI8qpXGjOP/article.html>

**How To Stand Out From the Crowd** *Professional Adviser (UK) 4/29/10*

<http://www.ifaonline.co.uk/professional-adviser/feature/1603474/need-adviser-how-stand-crowd>

**How to Hold Onto Your Clients** *FT Publications, Investment Adviser 5/16/05*

<http://www.ftadviser.com/2011/11/01/how-to-hold-on-to-your-clients-ATC1jgEPDpqvzLYJLlxsrN/article.html>

**Is Your Client Cheating on You** *Professional Adviser (UK) 3/18/10*

<http://www.ifaonline.co.uk/professional-adviser/feature/1596858/is-client-cheating>