

1. COMPASSION IS THE KEY

For too long, sales has accumulated a dirty, nasty, slimy, gross and utterly offensive reputation. Many salespeople are hated with good reason.

And you know what, It doesn't have to be that way!

Today's successful 'salesperson' looks and acts more like a compassionate, well educated authority who takes great pleasure in facilitating great effect for his and her clients.

Our ShiftMethods team members call financial sales professionals "facilitators." This is because the sales process, at its core, is merely facilitating clients getting what is best for them, in the most comfortable manner, with the least probability of regret. This is a different way of thinking about our role with savers. The labels of "advisor," "wealth manager," "representative," and "broker" tend to minimize the role of understanding what the saver needs, desires, and prefers.

Facilitating the future success of the saver is a very high calling. It can be argued that our role is one of the most significant in society. Financial and economic instability is one of the leading causes of stress in households and can contribute greatly to relationship issues. And you know what? With the assistance of a skilled and compassionate facilitator...it doesn't have to be that way!



What We Strive to Do Exceptionally Well

As financial facilitators, we facilitate mutual discovery of the saver's concerns, history, desires, needs, preferences, fears, and expectations in a way that leaves him or her feeling listened to, understood, emphasized with, and encouraged.

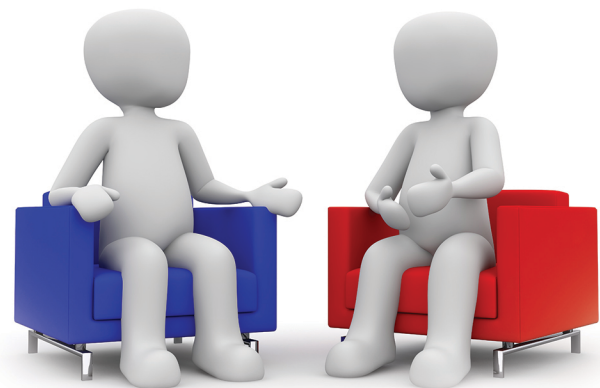
Here's a big, deal-breaking mistake advisors can make: jumping to conclusions. Because we believe so strongly in our solutions, we often believe every prospect should have a portion of our product. Although that may be true, if clients have not discovered it themselves, they will not see it as a benefit. In fact, they may see your proposal as a commodity, something that makes them feel "sold." In other words, even though there is a high probability of you knowing where the conversation is going, you must be patient with savers as they discover their needs, preferences, and tendencies for themselves. As financial advisors, we all have a great responsibility to be facilitators of our prospects' and clients' discovery process.

Your high calling is acting as the guide/*facilitator* to their own self-discovery.

Don't invite them to your conclusion. Rather, invite them to their own mysteries on your journey together.

The more you see your role as a facilitator of discovery, the more successful, happy, and productive you will be. And your clients will value you deeply. Have you ever met someone who seems like a know-it-all? Always quick to give answers and slow to listen? How does it make you feel to be interacting with a know-it-all? And we all know people who are great listeners. Often, they get the label "best friend" because they listen with genuine interest.

Your role as the professional is to facilitate savers' discovery of what may or may not be of benefit to them.



In some cases, you may not be able to be of benefit. Coincidentally, a saver may have a fantastic plan that suits his or her disposition, but it has not performed well because of recent market conditions. Sometimes savers have a strategy that has done well because of market conditions. You know, based on your experience in seeing the types of investments they have, that the seemingly good plan will likely disappoint in the future. Not because of the upside potential, which they have likely benefited from, but rather because of the risk of significant downside fluctuation. This is where disappointment can happen.

And you know what? It doesn't have to be that way!

Conversely, the seemingly deficient plan that hasn't necessarily yielded the performance they hoped for may prove to "get them what they expect" soon.

An appropriate strategy minimizes the potential for disappointment and maximizes the potential for efficiency and gain relative to clients' risk/reward boundaries.

You know you represent some fantastic products, and you have a wealth of knowledge in how to implement strategy. Yet your product, your strategy, is not what makes you the greatest.

As you view the ShiftMethods videos, you will discover how to unleash the greatness inside you far beyond what you've already achieved.

What makes a ShiftMethods advisor great is his or her ability to facilitate mutual discovery of the saver's concerns, history, desires, needs, preferences, fears, and expectations in a way that leaves the saver feeling listened to, understood, empathized with, and encouraged.



Going through a proper interview and helping savers discover unmet needs will result in you presenting a solution that meets those needs and exceeds their expectations. Keep in mind that this is not the traditional process of causing pain and fixing pain. This is not the following:

- It is not you trying to show that they or their previous advisor has done something wrong.
- It is not you attempting to "drive a wedge" between them and their current advisor or plan.
- It is not you telling them about financial products that are great.

This is simply listening and facilitating a great conversation that uncovers the opportunity for you to be of benefit to them. The differences may seem subtle, but the results are significant.

Seven Questions to Ask Yourself

In each client interview, the focus is on the saver (your prospect or client). As you are beginning a relationship with a saver, be mindful of these seven questions:

1. Does an opportunity exist for you to benefit the saver in several areas?
2. Does the saver have a sufficient amount of resources for which you can create a plan that aligns with his or her objectives?
3. Is the saver you're meeting with the primary decision maker, and can he or she make decisions alone? Does he or she need to seek other counsel?
4. Is the saver able to see benefits that exceed his or her expectations? Does the financial strategy make sense to the client because it clearly puts him or her in a better position?
5. Has your client had an experience meeting and working with you that he or she would like to share with others, unprompted? Does the client want to encourage his or her friends, family, neighbors, and associates to meet with you, whether or not you ask for referrals?
6. Most importantly, is the saver someone you can envision being a pleasure to serve years down the road? It is most fun to work with those you like. Life is too short to make a long-term commitment to someone who will likely be difficult.



7. After your interview, what could you have done better in the process with the saver to make his or her experience better in terms of the interaction and the result of working together?

Assignment:

- 1.) Write down any bad experiences you have had with 'salespeople'.
- 2.) Go through each one of those and think of how something you may or may not be doing may create a less than desirable experience for your own clients.
- 3.) Think about how you may be able to make a few adjustments to create a better experience for your prospects and clients.



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