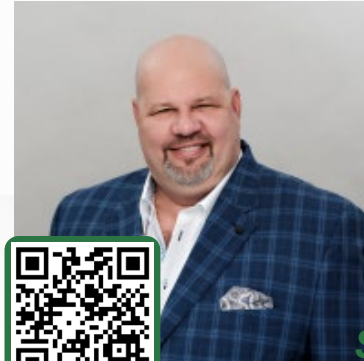


6
Essential
KEYS

to a
**PROFESSIONAL
ADVISORY
PRACTICE**



Kevin Berwald CFP®, CLU®, ChFC®, CASL®
CMO, National Sales Manager,
VP of Distribution, LionShare

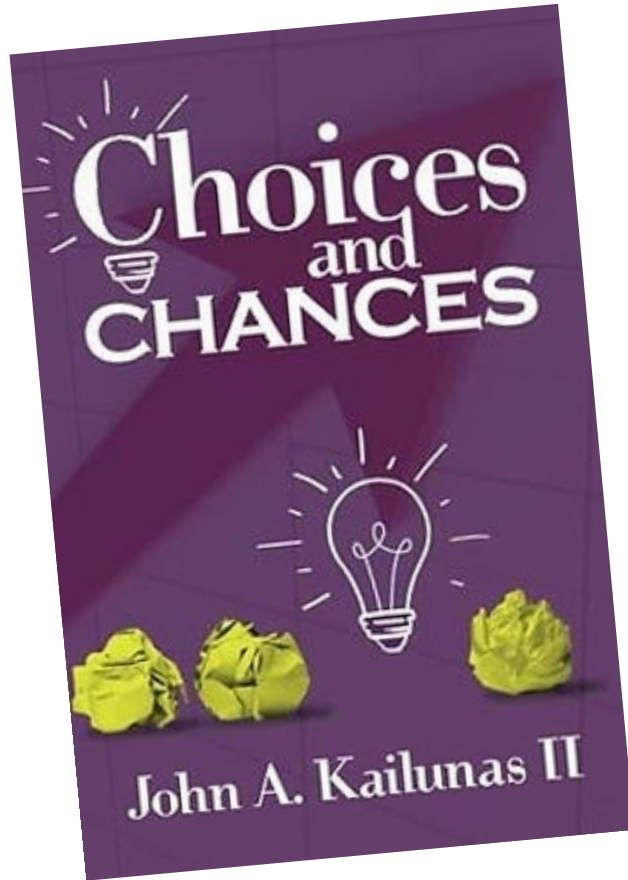


John A. Kailunas II LUTCF®, FSS®
Legal Holdings CEO/Founder



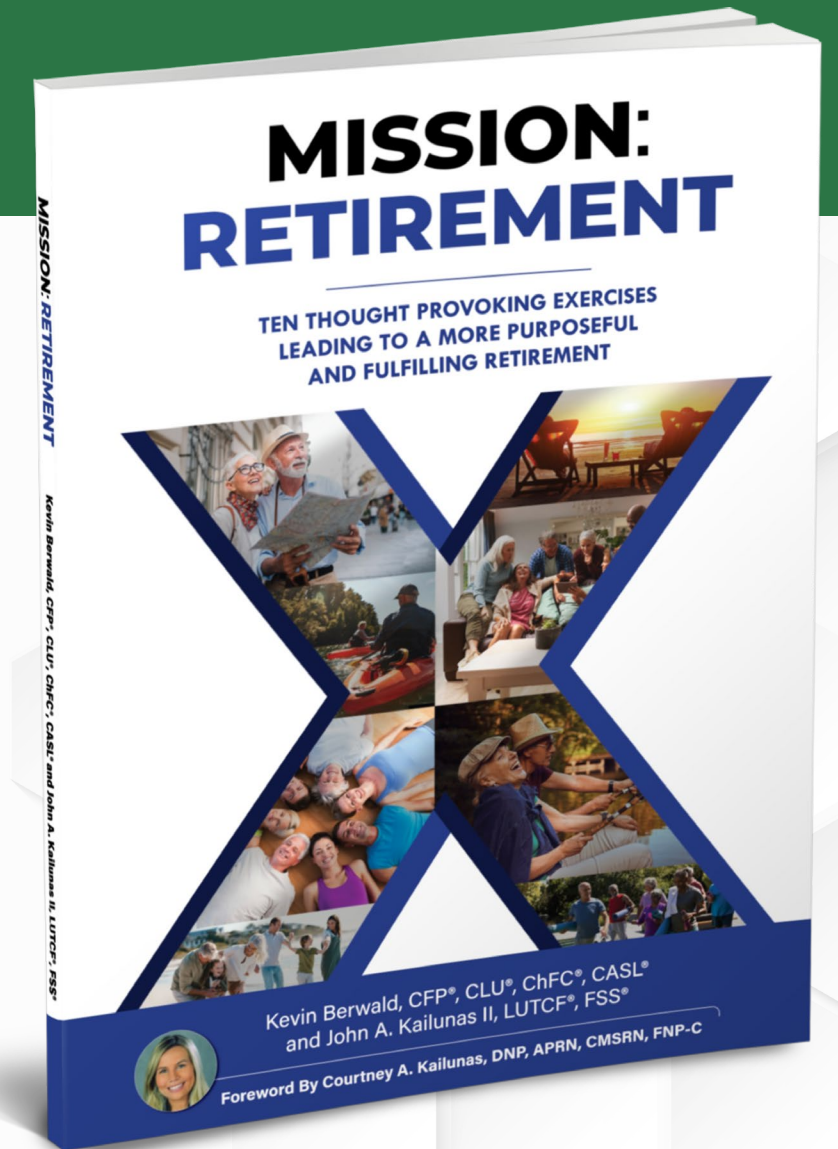
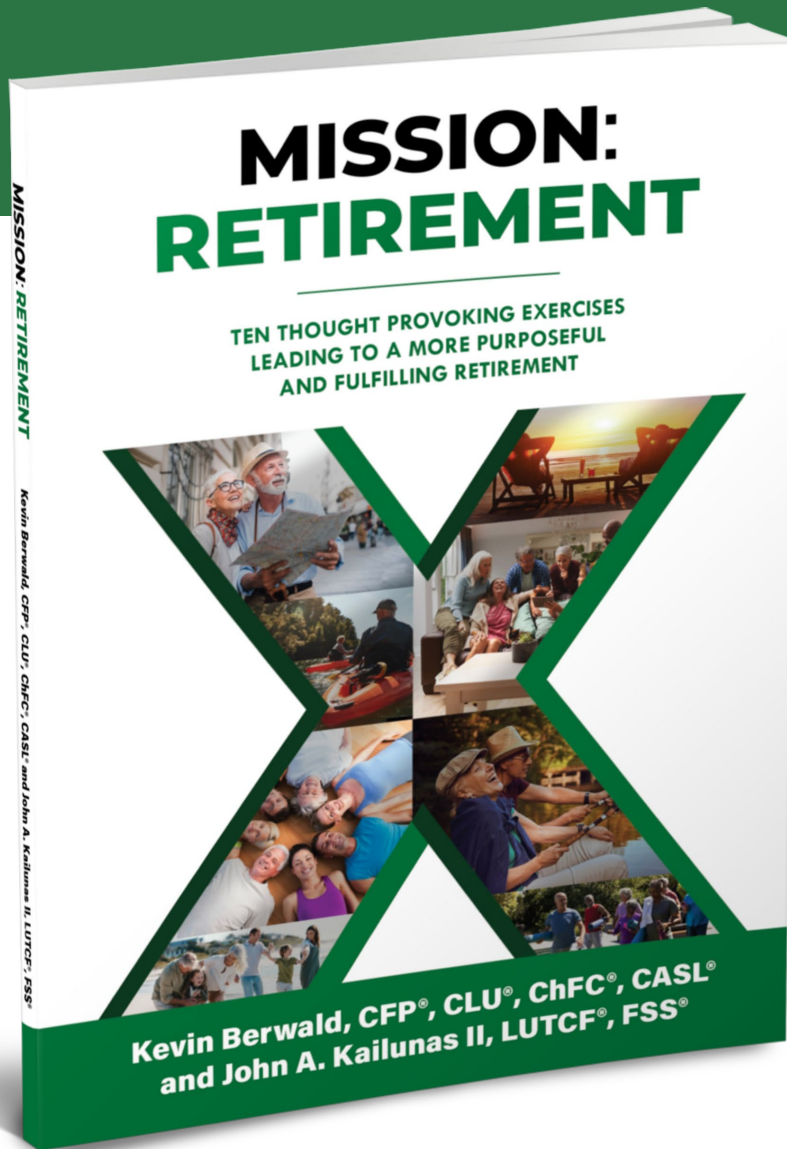
Scan to schedule a meeting.





2014 —→ **2024**
450 Million in AUM 2.45 Billion in AUM

*We have helped hundreds of Financial Planning Practices **grow their Business!***



Two Business Models

Traditional Sales Model

Professional Advisory Model

Many traditional model's key components run counter to a successful advisory practice.

How you are perceived by your clients is the greatest asset or impediment to your ability to grow your professional advisory practice.

6

Essential KEYS

We will highlight six components to help you evaluate and refine your practice so that it better aligns with the advisory model.

6 Keys

1. Ask the right questions
2. Control and dictate directions
3. Don't mistake activity for achievement
4. Standardized processes; customized solutions
5. Engage clients' heads and hearts ❤️
6. Don't compete on price



1

Ask the Right Questions

In order to find the right solutions,
you must ask the right questions.

Sales People Focus on Treatment

Sales people expect customers to tell them
“what they (the customers) want”.

OR

They create a need for a solution
“what the salesman wants”.

Advisory Practices Focus on Content

Advisors spend most of their time trying to access “*what the client needs to achieve their dreams*” and then crafting a comprehensive solution to satisfy that need.

Medical Example

- Diagnosis
- Prognosis
- Treatment

What if you eliminate treatment options before the diagnosis?

Medical Example

- The reality is that a patient wants a doctor to conduct an honest, accurate assessment of their condition and recommend a treatment that has the best chance to success.
- Empathetic and educational responses explaining paths of care and possible outcomes.

2

Who's in control?

In a sales environment it's the customer. In a professional relationship it is the practitioner.

Who's in control?

Preparation

Complex problems and time needed to research and analyze and prepare for meeting. Meetings must be scheduled, no “pop-ins”.

Respect

Professionals command premium pricing for their knowledge, experience, and unique insight.

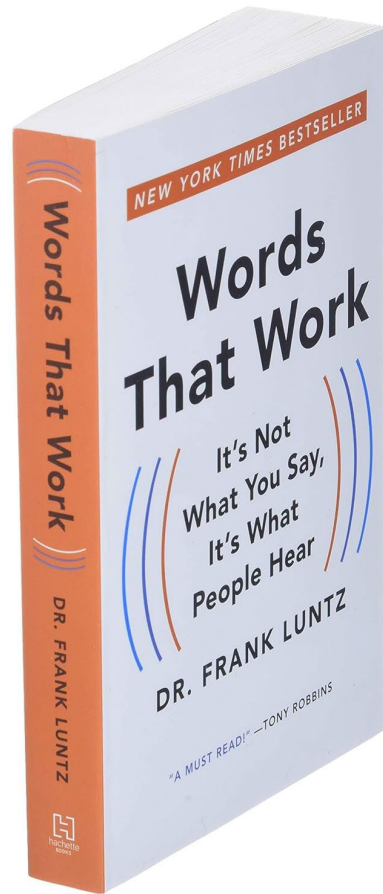
Control

Professionals use limited access, knowledge, high conviction and understanding to send a subtle message of authority to their clients.

Disengage clients that don't listen.

Always make sure all prospects/clients communication is suitable/compliant.

Mind Your Language



Be intentional with
your words.

3

Don't mistake activity for achievement.

Our industry mistakes activity for achievement. We multitask our way to personal and professional futility. We achieve less of what is truly important while ironically consuming more time to achieve it.

Don't mistake activity for achievement.



Quantify Value
of Your Time

Determine Your
Hourly Rate



Quantify Value
of Your Activity

Delegate
to Others

Only You Can Protect Your Time.

4

Standardized Processes, Customized Solutions

Systematizing your process leaves you more time to discuss client's needs.

Standardized Processes, Customized Solutions

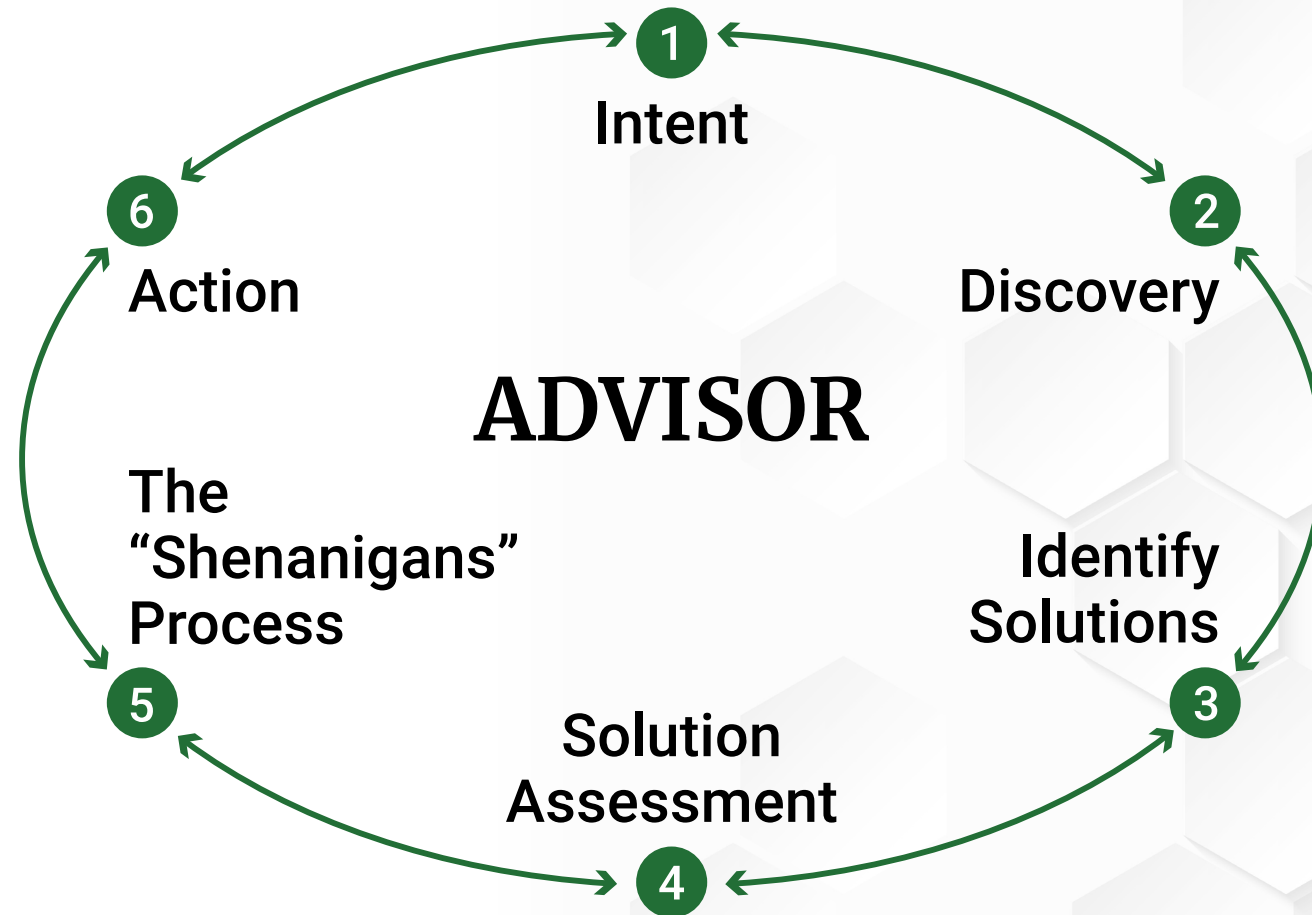
The goal is to:
Automate the front end and
customize the back end.

80% – 20%
Standardize – Customize

APEX Client Process



Catalyst4Growth Development Process



A List of Processes We Help Advisors Create...

- Sales Process
- Prospecting Process
- Bio Process
- Client Process
- Referral Process
- Client Segmentation
- Client On-Boarding Process
- Client Review Process
- Client Event Process
- Off-Boarding Process

These are just basic processes to implement for a professional model growth culture.

5

Engage Clients' Heads & Hearts♥

We are a left-brain industry talking
to right-brain clients.

Engage Clients' Heads & Hearts ❤️

We focus too much time, energy, and resources on treating the symptoms, which in our case are costs and relative performance.

When we should be focusing on the patient's overall financial health or absolute plan performance, and their dreams!

Engage Clients' Heads & Hearts ♥

Absolute performance comprises all of the client's goals and dreams of which investment performance is only one.

Right Brain – Left Brain

Creativity/Perception – Methodical/Logical

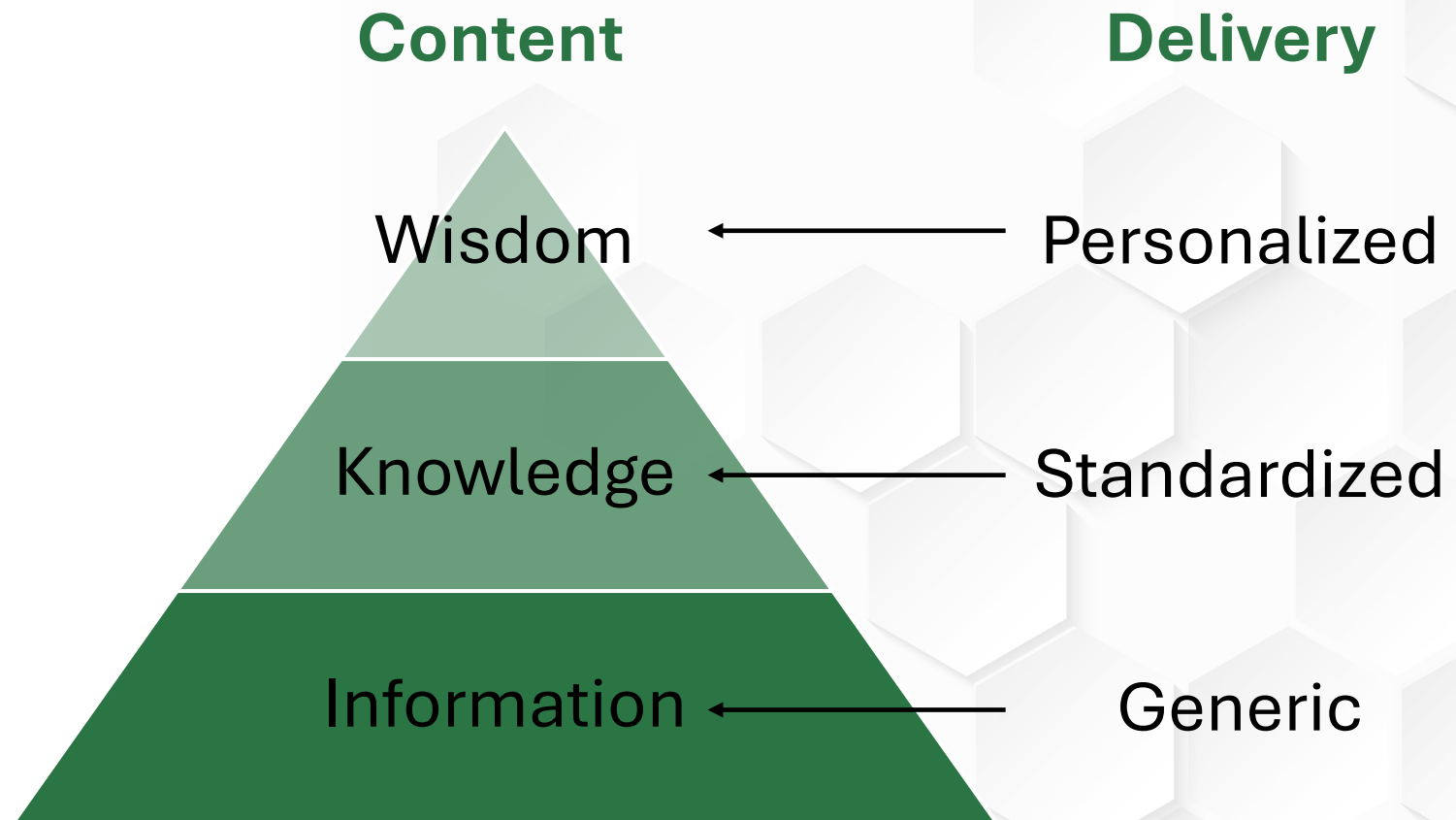
6

Don't Compete on Price

Clients will willingly pay a premium
for professional financial advice.

Don't Compete on Price

Here is what clients are willing to pay a premium price for:



Don't Compete on Price

Apple customers pay 20% more than they would for a comparable product.

The same consumer might purchase their books from Amazon, buy generic pharmaceuticals, and shop at Costco.

Don't Compete on Price

- Competing on price is a race to the bottom.
- Your value needs to be priced accordingly.
- Your value needs to be articulated regularly.

Recap

1. Ask the right questions
2. Control and dictate directions
3. Don't mistake activity for achievement
4. Standardize processes, customized solutions
5. Engage clients' heads and hearts ❤️
6. Don't compete on price



We can assist you in a deeper dive into how these 6 Essential Keys relate to your practice, and how we can work together to improve your practice.

C4G Impact Form

Impact Analysis Form

Name: _____ Website: _____
Email: _____ Phone: _____

What's missing in your life/business right now? _____

If you could change just ONE thing right now, what would it be? _____

What other problems would be resolved by fixing this one thing? _____

How important is this to you? _____

If you never took the necessary steps/actions to resolve this one thing, how would you feel one year from now? _____

Top Three Heartburn/Headache Issues

1: _____

2: _____

3: _____

For Financial Professional Use Only

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Questions or Observations