

## IDEAS

One of the reps at the seminar bragged about having 2,300 clients. Ron asked her if she thought she had top of the mind awareness with all of those clients. Did she really think she had emotional reciprocity with all of those clients? He suggested she bring in another associate to work with the smaller accounts and allow her time to analyze her business and initiate a Family Wealth Counseling approach to her business. Ask your clients if they would like to involve their family in understanding how everything works now and later when a parent or spouse may not be there.

How many times a year do your best clients hear from you? Ron's suggestion was 52 times a year. He used weekly market commentaries, birthday cards, anniversary cards, holiday cards, seminars, invitations to parties, sporting events and charitable events. He suggested reaching out to just call your clients to talk. DON'T SELL THEM ANYTHING, just every once in awhile call 'em and tell them you were thinking of them.

I used to send out holiday cards of my family and dog to my clients. Most of those people knew my pet's name. I am enclosing a great piece I have used for years, I borrowed it from Harvey MacKay, and it is called the Harvey MacKay's 66 customer profile.

We also discussed how you set up a meeting. Carson liked to be well prepared for his meetings. For every appointment he had a date sheet on everyone. He knew their passions, what they talked about last time, the client's kids and any other pertinent information he could use in the conversation.

I implemented one thing I learned from the seminar. Starting Saturday I have been writing down 6 things I feel are important to do every day. They can be business or personal. I wrote that I need to spend time with my wife. I created a date with my wife. We went to see WICKED in Chicago. DO THIS, IT WORKS. BELIEVE IT; TRY IT!

Last Friday I spent most of the day at a seminar sponsored by ING. The guest speaker was Ron Carson; <http://www.joinpeak.com/aboutus.aspx> I wasn't going to go at first, I knew he was a strong LPL guy and the last thing I wanted to do was spend most of my day listening to the wonderful virtues of LPL. But I knew several reps who had gone before and they recommended I try it. I was glad I did. You all need to venture out of your castle, cross the moat and listen to people who are doing incredible things in this business. It's a must in ensuring that you are doing all you can to run the most efficient and profitable business for you and your clients.

Ron started the seminar saying, "There is no better time to be in this business than right now." I heard a crackling of groans and whispers from the crowd. "Think of the opportunity out there, how many reps are hiding from their customers, you can be the savior, you can be the one guiding them, you have the PLAN." It is an emotional marathon right now. As I write this, the DOW has dropped below 10,000. Twenty years ago it was about information and knowledge, today is it TRUST and INTAMCY. Do you know what the true goals of your clients are today? Too many reps I know think the money is the client but it is the person.

He talked about increasing account minimums (maybe \$50,000), hire great staff and train the heck out of them, embrace technology, eliminate house calls, utilize associate wealth advisors, introduce SPS-seamless proactive services and adopt an holistic management style-RICH (relationships-deep, inspire, compose a plan and hold everyone accountable.) Right on, these were all things we have heard about but most of us have not taken the steps to make it happen.

One of the reps there discussed sending an after-meeting memo to the customer detailing all the things they discussed and addressing the next steps. Ron took it one step further; he talked about his SPS (seamless proactive service) system which is involving all the client's team of experts-their attorney, CPA, and insurance in that memo. Think about this, you are communicating with the client's own financial team. The referrals should explode for you but be aware of this, some CPA's are in our business as well as some of the insurance agents. There is no rule that says you can't start building your own team of trusted CPA's, attorney's and insurance agents. I had always found that if I wanted referrals in this business, I was the first one to refer.

One thing that really caught my attention was his idea about writing your own eulogy. In his PEAK Performance seminars, he set up a coffin, the rep would lie down in the coffin and someone would read the eulogy as the other reps held candles. WOW, he said that caught many people off guard. I think that is one of the more innovative ways to strike a spark in how and what we do. He said after that exercise, most reps were able to write a clearer personal and business mission statement. I do believe that we all need a mission statement. One company I worked with spent hundreds of thousands of dollars on some guru to come in and help us. I found it odd that after we did this, no one could remember the words to the statement. Keep yours simple and laser beam clear.

### CELEBRATING 32 YEAR OF EXCELLENCE



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Tip of the week is meant to be a useful tool for you. If you have an idea that has worked for you, pass it along, and if you find this is not helpful, just send me an email and I will delete you from our mailing list. I look forward to hearing from you.

If you know of someone looking for a change or not happy with their current BD, call me.