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IDEAS

Aggregation—Is it Part of Your Future Business Plan?

Consolidating of statements for your clients and prospects has never been easier or more opportune than it is right now. A lot of people are still searching or grasping for what they really have in all of their accounts and how it all fits into their big picture. The tools that you have for your usage today can help you get after these prospects. Illustrate to them the value that you can bring and they will come to you with open arms and statements—it's an important time for **advice**. Four distinct technologies are looking to shape our industry—they include:

1. Creation of balance sheets and income statements.
2. An investment process that allows the advisor/consultant to address and manage all the investment values important for the client.
3. Integration of the first two technologies with a portfolio management technology that makes it easier for advisors to manage client assets.
4. An investment methodology that helps consultants actually adds value for each client through portfolio construction.

You have the necessary tools at your finger tips to be able to do everything that is mentioned above—some come at a cost, but you now have the opportunity to decide the direction that you would like to see your business move to. Opportunities are everywhere—you just have to position yourself to show as many people as you possibly can, the tools that you have to help them make more viable solutions about their accounts. Don't ever underestimate the power you have with the Albridge, Financial Profiles, Money tree, Money Guide Pro, 401K connect, Advice America, Morningstar and Streetscape. These and many more WRP programs are designed to help you provide value.

"You don't build it for yourself. You know what people want and you built it for them."

Walt Disney

Let WRP pay for your next vacation! We'll pay you up to \$2,500 for a referral that joins WRP. I'll throw in another \$500 if that rep has GDC over \$50,000. That is \$3,000 for your next vacation or a great way to start of 2009!

My next door neighbor has three little girls, all under the age of 5. I was at their house watching a football game this past week. "Randy, come here, you gotta see this," Tom said. He brought me to a kitchen table and there before me was a map of Disney World. The map had pins with little flags, highlights and paper markings; it looked like the scene from some bank robbery. I asked him if he was planning some type of attack or hoist on the place. "It's my wife's detailed plan for a 4 day vacation in Disney World," he said. I just started to laugh. Tom's wife heard me laugh and said, "You ever try to get anywhere without a plan funnyman, especially with three little girls." Well, she had me and I remembered my own trek through Mickey's place. A few years back, I read a great book entitled, "Be Our Guest – perfecting the art of customer service" put out by Ted Kinni and the Disney Institute. <http://www.disneyinstitute.com/>. You can get the book at <http://www.amazon.com/>. I went back and found it and reread it again.

"Quality service means exceeding your guest's expectations and paying attention to detail." Have you ever exceeded your client's expectations? How do you know? Disney has a saying: "GUESTOLOGY," it is the science and art of knowing and understanding your customers. This all begins with the quality service cycle. It is made up of four elements: a service theme, service standards, delivery systems and integration. Their service theme is to create happiness for people of all ages everywhere. Every decision can be measured against it. I like that, what is your service theme in your business? How do you measure it? There are three delivery systems that all companies share, they are: employees, their settings and their processes. I cannot begin to tell you how many businesses fall flat on this. Can you define your business with what kind of initial contact you have with people? Think about all the businesses you have been to and wondered aloud of how bad the service is or the lack of attention or the place itself. So again, look at your office, your initial meeting with prospects, what does it say about you and your business? At Disney, everything is summed up in two words; **EVERYTHING SPEAKS**.

Integration is a logical, step by step process. At Disney, the cast, settings, and process are merged in the pursuit of service theme and standards. This drives the success of the company, and really any company. So what drives your business, what integration process do you have with prospects and clients?

Disney has a "GUESTOLOGY COMPASS" which is made up of needs, wants, stereotypes and emotions. You can use this compass in helping you decipher your direction for 2009. The needs are the easiest: what do your clients and prospects need when they come to you? Wants are less obvious: they suggest a customer's deeper purposes. As you begin to uncover wants, the contours of the customer profile begin to take shape. Stereotypes are preconceived notions that every customer has of your business. Are you trying to sell them something? What is your opening introduction to people? Do you think people trust us more today than in the past? You need to hone your skills in developing or improving your YOU, INC. introduction. I used to have a CEO who liked to put the "Moose on the table" when times were tough. Get your moose on the table sometime and get past it quickly. Emotions are the feelings that customers experience throughout their contact with you and your business. If you are lucky enough to have a large following, ask them why? Build on it, clone it and use the Disney Institutes processes to build a better YOU!

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