

OUR COACHING PROCESS AND YOUR PRACTICE



ADVISOR
PRACTICE
MANAGEMENT

GRANT HICKS
CIM

WWW.ADVISORPRACTICEMANAGEMENT.COM

Questions to ask

Q1. CLARITY

Do you sit down often and get clarity around your goals for your practice and financial future and put it on paper?

Would it be valuable to get clarity around your values and goals for the practice for the future and put it on paper?

Q2. Complete Practice Management

How many financial advisors do you know have their complete financial planning practice in order in all six areas?

1. Ideal client acquisition - increase your value and your fee
2. Client experience process- deliver more to HNWI clients
3. Ideal metrics and KPI's- more revenue and less clients
4. Human capital processes- delegate more
5. Ideal capacity - segmentation time management
6. Ideal Lifestyle- what's important about your practice to you?



Q3. What is the probability of success in reaching your business goals currently?

Is it 50% 75% OR 90%+?

We know that 72% of financial advisors have a business plan in their head. And 25% of them have a business plan and earn 41% more than advisors who do not have a business plan. But the highest probability of success comes from having a fully documented business plan, reviewed every 90 days and progress tracked to plan, earn 246% more than advisor who do NOT have a clear plan for their future.

Comprehensive and quality business planning process

Average advisor	72%	NO	(\$181,435)
Yes - partial plan sometimes tracked	25%	+41%	
Yes - fully documented in all areas and tacked	3%	+246%	(\$1,300,000)

source: business health key value drivers USA 2016



Q4. Would it be valuable for you to have a proven process for ideal client acquisition?

We can complete a () to show you how much time you client acquisition audit can save and revenue you can generate, and how that impacts your overall business plan.

Q5. Would it be valuable to know the top 10 profit drivers of an elite financial practice? Below is a list of services that we provide to our ideal financial advisor clients.

What do we do for you? As your coach, Our team will provide you with the **“Ideal Future Ready Financial Practice”** allowing you to focus on things that are more important to you than money.

CLARITY

- Would it be valuable to get clarity around your business values and goals for the future and put it on paper?

COMPREHENSIVE

- Would it be valuable if you had a proven process to acquire more ideal clients, at a higher fee?

COMPLETE

- Would it be valuable to get your complete financial practice in order, in ALL six areas, and keep it there for life?

1. Ideal client acquisition

- increase your value and your fee

2. Ideal Client experience process

- deliver more to HNW clients

3. Ideal metrics and KPI's

- more revenue and less clients

4. Ideal team

- Human capital process - delegate more

5. Ideal capacity

- segmentation time management

6. Ideal lifestyle

- what's more important about your practice to you?

PROBABILITY

- Would you like to have a greater probability of success in reaching your practice goals?

CONGRUENT

- Do you want more clients, or do you want to deliver more value to fewer clients?

How can you build deeper processes to deliver more comprehensive advice and deliver more value for it?

IDEAL LIFESTYLE : What does your ideal lifestyle look like?

We all know that financial advisors who have the processes to deliver the most comprehensive financial services, have the highest fees, have a value promise, and deliver the most valuable to their clients.



**OUR 10 COACHING SERVICES TO ACHIEVE SUCCESS IN 6 AREAS TO GET YOUR COMPLETE
FINANCIAL PRACTICE IN ORDER
WHAT YOU CAN EXPECT FROM ADVISOR PRACTICE MANAGEMENT AND GRANT HICKS, CIM**

“IDEAL FUTURE ADVISOR CAPACITY PROGRAM”

1. APM Ideal business plan

Together we will complete a quality business plan, a complete and thorough annual update all of your goals to help you achieve your ideal business, through ideal clients and ultimately your ideal lifestyle.

Outcome : Clarity around your financial future and a roadmap to follow

2. Ideal client acquisition process and Implementation Strategy

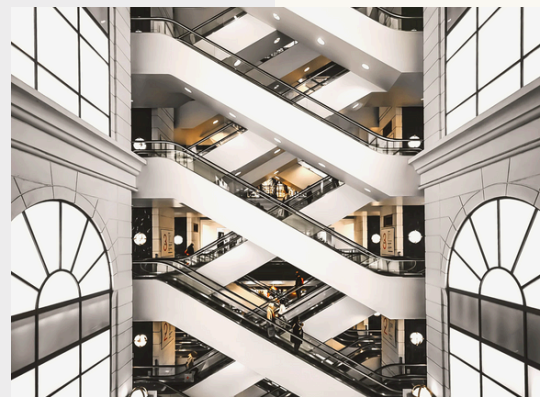
Each time we meet, a straightforward, chronological list of simple action steps is provided to implement your ideal client acquisition process and ideal client service processes, along with a checklist of items to keep you on track. This process gives you a greater probability of accomplishing your long-term practice goals.

Outcome : Getting and keeping you on track to acquiring more (higher fees) and servicing ideal clients

3. APM Ideal client experience process

After segmenting, looking at your ideal clients only, we will build an enhanced process for your ideal clients to deliver more value than you and they thought possible, in a manageable timeframe.

Outcome : Clarity in having a written ideal client service process, that is repeatable, and the processes and team to deliver on your promises



4. Ideal human capital management

We create a written plan for every staff member with written position descriptions and a plan to help achieve the practice goals. Aligning team members with your goals will increase advisor profitability by 41% (source Business Health- key value drivers) I will also work with staff to help them get clarity around the future of the practice and implement key profit drivers such as workflows, ideal client service and communication.

Outcome: Processes delegated to your team, checklists to deliver and a written process to follow, so you can take more time away from the practice.

5. APM Advisor Practice Management network of professionals.

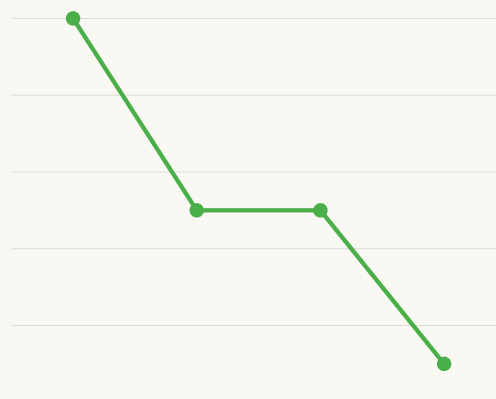
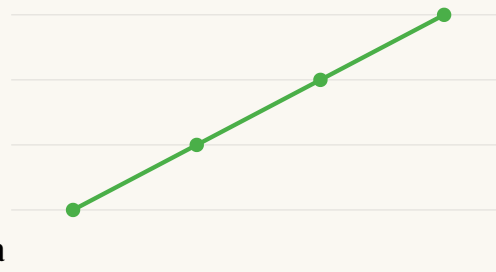
Tap into a network of professional firms and experts, to outsource key functions in your business including: Marketing and communications, Education and conferences, Social media and Website, Business acquisitions, Succession and valuation.

This MAY include technology experts including: CRM, financial planning, document management, portfolio management and market data, and risk management.

6. Ideal metrics and KPI's

We know that 75% of financial advisors do NOT have a formal definition of an ideal client, or an ideal target market. Together, we will walkthrough a checklist of items to clearly define ideal clients, and build written processes (scripts) to find, meet and acquire more ideal clients, who are financial delegators. We will work with your existing marketing activities and plan to track results, so you have a higher probability of finding and talking to more ideal clients. We are seen as a resource through our "APM comprehensive ideal client prospecting and practice management checklists."

Outcome : Finding and acquiring better prospects



7. Ideal capacity - segmentation time management

Our team will do a comprehensive review of your current clients and give you the segmentation tools to segment into 2 groups - Ideal clients (High Net worth division) and Transaction (planning division) Forget building service matrixes and separate between A,B,C and D. This is not a make work project, like most coaching firms talk about, this is a time management exercise to get 80% of your client facing time with ideal clients and 20% with ideal prospects. The hardest part is getting there, as capacity is the number one issue for financial advisors. Did you know that only 13% of advisors feel in control of their time?

Outcome : the time you are looking for , confidence and measurable revenue

8. Guides Comprehensive guidebooks, tools and templates focusing on elite financial advisors practices

Sample Guides and meeting discussion schedule

Month 1 - Segmentation

Month 2 - Business Plans and master service checklists

Month 3 - Ideal Client experience

Month 4 - Managing people

Month 5 - Transitioning your practice and benchmarking

Month 6 - Value Promise process

Month 7 - Feedback and key client service processes

Month 8 - Fee Ready - Future ready

Month 9 - Leveraging technology

Month 10 - KPI's key drivers of practice management

Month 11 - Putting it all together , prep, follow up and the ideal client service schedule

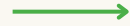
Month 12 - Time management and managing capacity

Month 13 - Acquisition, Succession and valuation

Month 14 - Technology and strategic partners

And more...





9. Thought provoking conversations with you your team and your clients. - recording and mastering your conversations

Our team will assess any risks we see in your future and uncover potential blind spots that may be a risk to your overall plans.

Outcome : Peace of mind, confidence and measurable dollars with more revenue

10. Ideal Lifestyle - what's important about your practice to you?

Advisor practice organizer - Simplify your life, by getting organized and getting your total practice in order, it will give you a higher probability of success. We will work with you and your team. Do you want more clients, or do you want to deliver more value to fewer clients? **A coordinated plan means bringing the different elements of (a complex activity or organization) into a relationship that will ensure efficiency or harmony.**

Outcome: A clearer definition of coordination.

11. Accountable

We will help get your complete practice in order, so you can acquire more ideal clients, have an ideal practice and ultimately an ideal lifestyle.

Outcome: Advisor Practice Management Probability of success indicator. By following processes and systems, we will give you the revenue, confidence and peace of mind you are looking for. We will provide you with the information and tools, that give you the ability to make well informed decisions. Providing you with confidence and assurance that your practice is in order, and your future business is aligned with your personal and business goals.

We have three main objectives in mind for our clients:

IDEAL CLARITY

First, make sure we understand you, your values and what is important to you. Goals based planning for your future, and keep you on track to reach your practice goals, with a comprehensive business plan including ideal client acquisition, service and management.

IDEAL PRACTICE AND IDEAL LIFESTYLE

Second, we want to implement a proven process to acquire more ideal clients, so you can deliver more value to fewer clients, and meet your business goals.

ACCOUNTABILITY

Third, we want to communicate to you on a timely basis to keep you on track. We want to give you thought provoking discussions and “more time” to allow you to focus on things that will help you grow your practice.

1. Ideal client acquisition

- increase your value and your fee

2. Ideal Client experience process

- deliver more to HNW clients

3. Ideal metrics and KPI's

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4. Ideal team

- Human capital processes- delegate more

5. Ideal capacity

- segmentation time management

6. Ideal Lifestyle

- what's important about your practice to you?

We have three main outcomes in mind for our clients:

Align your practice with your most important goals and enhance your ideal lifestyle.

Get your entire financial practice in perfect order and keep it that way.

Have a high level confidence that no matter what happens in the financial services business, regulatory and technology changes, that you will achieve your business goals.

Key processes for elite Financial Advisors and their teams

Ideal Client acquisition process - how to acquire more ideal clients

Ideal client implementation process - first year implementation schedule and ideal service schedule including onboarding, communication and appreciation

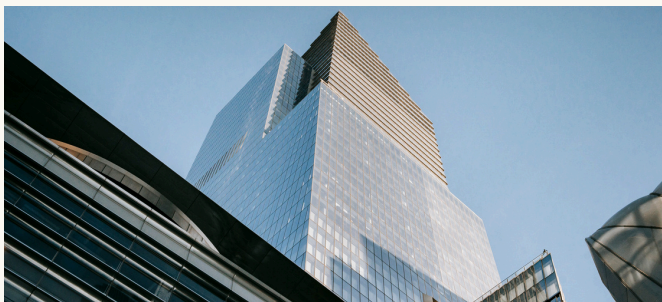
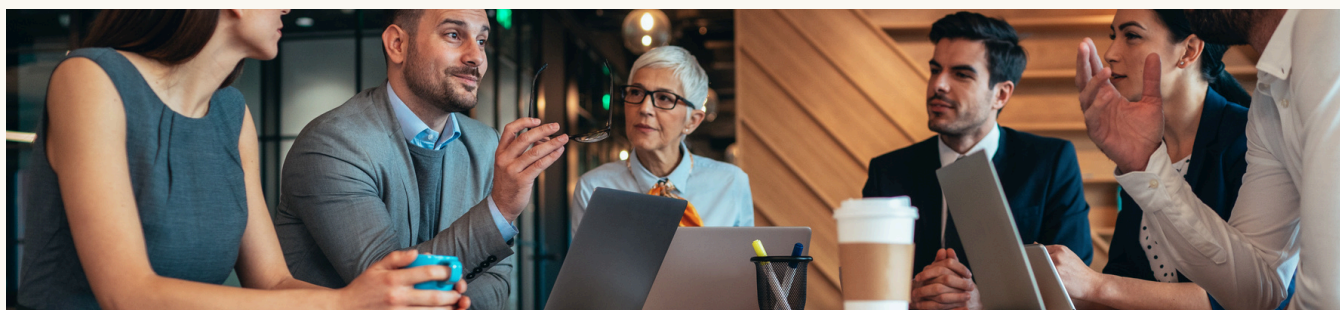
Ideal client progress update process - year 2 and beyond to get their complete financial life in order

Client events - Intimate client events for clients, prospects and COI's

COI process - Compelling reason to work with you and refer business, communicate with and network with including events

Team processes - time management, calendar management, workflows, training and technology

Practice management - including value promise, fees, strategic partners, software, systems, office, benchmarking, feedback and more Key areas of Practice Management





Key areas of Practice Management

Ideal business model	Ideal client aquisition	Ideal client service	Ideal team and lifestyle
Ideal model	Feedback boards	Client database	Ideal communication
Business plan	Value promise	Client segmentation	Ideal team
Revenue	Value added services	Client checklists and workflows	Human capital
Ideal capacity	Client events	Technology drivers	Ideal lifestyles
Investment and insurance	Marketing plan	Ideal client process	Ideal meetings
KPI's		Leadership	Organizational process
Strategic partners	Ideal client service process		Performance
Succession + transition	Network of professionals	Time management	Team training

Our Services

➤ Do you need help on your ideal client acquisition process?

Download your copy of our "Comprehensive Practice Management Checklist" for Financial Advisors by Grant Hicks CIM

<https://practicemanagement.getresponsepages.com/>



Benchmarking tools



Branding



Content Marketing



Value promise builder



Technology audit

➤ Do you want to work on your marketing plan as a financial advisor?

Take our free Ideal client acquisition marketing course for financial advisors

Your proven marketing strategies course for financial advisors includes : One hour one on one coaching session with Grant Hicks CIM, 8-sentence marketing plan template, 30-page Marketing workbook, Segmentation workbook, Fee audit checklist, Meeting email template, Ebook on Practice Management, proven marketing templates and more...

<https://advisorpracticemanagement.thinkific.com/courses/marketing>



Ideal client experience



9 key process development



Team planning and training



COI Network building



Equity and exit planning



CONTACT US

Are you looking for a Coaching and Practice Management consultant as a financial advisor? To learn about coaching and consulting click here

<https://www.advisorpracticemanagement.com/>



or set up a complimentary 20 minute call with Grant Hicks CIM click the following link <https://my.timetrade.com/book/JMTNJ> and let's talk

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