



Building your network through your best clients

Meet with a client and give and get up to 6 professionals

Accountant, lawyer, realtor, mortgage broker, insurance agency and other including commercial realtor, commercial mortgage and commercial insurance, bookkeeper, certified business valuator, business broker , banker

Process to do

1. Make up spreadsheet of categories to track referrals-
2. Make up document to have at client meetings (part of progress update package) to collect information and follow up with copies of documents
3. Have a follow up process form each ideal client meeting to give and get referrals
4. Have your own referral process with privacy rules on a page to use with clients and use with centers of influence
5. Practice script below

Script: ask clients: Do you know about our _____ (last name eg Jones) Network of Professionals?

Client answers –

We will work with your network of professionals, or you can tap into our network of professionals, that we will coordinate with you to make better decisions about your future. How does that sound to you?

Or I would like to discuss our _____ Networking service, so we can help coordinate your plans with other experts. Tell me about your _____ (accountant)?

Client answers-

Are you happy with your _____ accountant?

Client answers _____

Would you refer them?



Client answers _____

Do we have a copy of your tax documents?

Client answers _____

Excellent, are you happy with your lawyer ?

Client answers _____

What is one thing of value they offer, that you appreciate they do for you? Would you refer them?

Client answers _____

Do we have a copy of your legal documents?

Client answers _____

Excellent, are you happy with your _____ ?

In three minutes or less, you have collected names of professionals that your best clients are working with. You can choose to give out referrals if your clients need them, or meet their professionals and add them to your network. Either way, it is good data to collect from your best clients.

If you would like to meet a clients professional, ask them to introduce you by saying” I would love to meet your _____ so in the future if we need to coordinate anything for you I had a chance to meet them, sound fair?

Referrals

Remember, if you are introducing someone from your network to one of your clients, the whole goal is to have the client do nothing, and get permission (verbally or in writing) to get their contact information (phone or email) over to that professional on your network, so the client sees you as a valuable coordinator of professionals, that they can tap into.



Note: All documents will be held strictly confidential and be returned to you.

Team summary – quarterbacking service

Accountant _____

Key value _____

Tax planning documents _____

Comments _____

Legal / estate professional _____

Key value _____

Estate planning documents _____

Mortgage broker _____

Key value _____

Debt reduction planning documents _____

Comments _____

Insurance agency _____

Key value _____

Risk planning documents _____

Comments _____

Other / banker / realtor / business advisor /

Realtor _____

Key value _____

Comments _____

Add others MONEY IN MOTION COMMERCIAL REALTOR COMMERCIAL INSURANCE
MORTGAGE BROKER BUSINESS BROKER – BOAT OR PLANE BROKER



Working with COI's process -

Meeting keys

1. **Focus on their revenue FIRST!!!**
2. Client story – case study – ideal clients – exchange
3. Law of reciprocity – deal
4. Teach how to refer – confidentiality letter – sample
5. Communicate as ideal client – experience

The first five are part of the first meeting

6. Start giving referrals – follow up process from your meetings – give and get
7. Events – near and dear to their heart – their events
8. Value luncheon – meeting

Must have a copy of value promise and ideal client profile – client story

Script for call with COI

Hi _____ I was meeting with a mutual client(s) _____ and I asked them what they value about your services they said _____. I am always looking for valuable professionals such as yourself and coordinating my clients _____ (tax / estate/ real estate / general insurance / mortgage etc.) Can we have a coffee I the next week?

COI answers _____

If they answer no (which I never had) then I will let _____ (mutual client) know that you are NOT interested in coordinating their planning with yourself at this time, am I correct?



When you have a coffee, depending on time, get four items across.

1. Ask them who their ideal clients are and if there is a match for who you both work with?
2. Set the expectations- teach them the law of reciprocity and ask them” would it be fair to send 3-4 referrals to your firm and expect one in return? Law of reciprocity is 5 to one – depending on clientele
3. Improve- teach them how to refer. Mmake their business easier by coordinating information with clients- sharing your implementation schedule –Teach - they do not know how to refer, they hand out business cards. Ask for their confidential – client authorization form – (or provide a sample) then tell them how you refer. (have your process ready)
4. Experience- Trial run of your process and treat them like an ideal client, communicate to them like an ideal client (10 times per year) to build the professional relationship, give and get referrals and hold them accountable to providing one favorable introduction to an ideal client.

The next meeting and process gets easier after the first coffee.....

Script for discussion with COI's second meeting

If this is a potential ideal COI here is a sample conversation.

1. Advisor: I want to share a client story with you so you can understand that we have an ideal client profile and they type of work we do, as we work with a select number of clients (or we only work with 50 clients who fit our ideal client profile)

Share story... process , outcome and emotional payoff

Tell me about your ideal client profile?

COI answers

2. Advisor, can I ask you a question? Typically what is the cost for one of our clients that We would refer to you?

COI answers_____



Interesting, we typically charge \$_____ for an ideal client. I believe in the law of reciprocity. Would it be fair that for every (____ 2-6 or whatever the number is) referrals that we provide to your office, to expect one referral in return?

COI answers _____

Great we track our referrals, and have a process for how we give and receive referrals. Our process is share process. Tell me about your process?

- 3. I would like to communicate on a regular basis, and we have a process for our ideal clients that I would like to share with you? Are you interested in our communication process for our ideal clients?

COI answers _____

Great, let's set up our next meeting.....

External Network



Our Network of professionals



ADVISOR
PRACTICE
MANAGEMENT

- "Our Network of Professionals"
- In addition to investing and wealth management, you have access to our network of professional experts. These personally selected professionals to coordinate your complete financial life in all areas including:
- Tax – personal and corporate
- Estate planning and trusts
- Risk management
- Investments including real estate (residential and commercial real estate)
- Insurance (group benefits and pensions)
- Debt including mortgages (residential and commercial brokers)
- Cash flow management and banking
- Business planning – valuation and succession, actuarial advice and consulting and benefits (group insurance and pensions)
- US and international planning – tax and legal
- Document organization – bookkeeping, Universal shareholders agreements and governance
- Legacy planning including philanthropy, advanced trust and estate planning
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