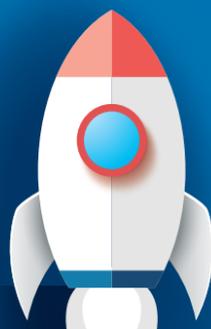


7 WEAPONS FOR FINANCIAL ADVISORS TO WIN THE BATTLE



BECOME AN EXPERT

Take a look at your book and determine what niche you'd like to focus on and develop a prospecting and service strategy designed to target that niche. Everyone wants to work with an expert who understands their specific needs. Your clients know you're an expert, but you need to proactively position your expertise in front of prospective clients.

USE DIRECT MAIL

When most financial advisors put together a marketing plan, they often ignore direct mail in favor of other communication methods, like social media or digital marketing. Because thousands of professionals are turning to digital marketing, direct mail is perhaps more of a gold mine than ever before. Just under 5% of respondents cited direct mail as an effective prospecting technique.

THE SECRET WEAPON- TECHNOLOGY

Acquiring other weapons becomes a simple task when you have the perfect secret weapon. There are various technologies available in the market to make your work simple when you are on the field. You can just feed in your data, process, manage, make decisions and connect with your customers from anywhere and anytime. One who is well prepared has half won the battle. You have the opportunity to become a pro when you own up your right weapon of technology.



SHAKE THE REFERRAL TREE

This works best when you don't regularly contact your network for leads and have specific ideas in mind about the types of referrals you're seeking. It's the tried and true method of tapping your network for qualified prospects who might be looking for your services. 82% of survey respondents cited referrals as the most effective way to prospect for new business. Having a solid referral-generating process in place will ensure you are constantly introduced to new prospects.



STUDY YOUR CLIENT LIST

Your existing clients provide an excellent clue into who your perfect prospects are. Identify your clients – the ones who leave you feeling happy and energized. Try to figure out if there are any patterns. This step is critical because it starts to paint a picture of your favorite clients. Think about what you enjoy most about being an advisor and how your favorite clients make you feel.



CONNECT AND MORE CONNECT

When you join an organization, you can meet like-minded people who may end up becoming clients themselves or referring other people to you. Be smart about this – don't join an organization just to hawk your wares. Choose a sponsorship opportunity that will get your logo and name in front of your target market.



READ THE MIND

Field sales is more about understanding the situation which the customers go through, identifying their pain points and plan the elevator pitch accordingly. Apparently, you need phenomenal mind reading powers to own up your first weapon.