ClientWise Professional Advisory Model (PAM)™ & Keep-Stop-Start Exercise™

clientwise™

GET CLEAR. GET FOCUSED. GET RESULTS.™

Name:

Date:

About ClientWise LLC

ClientWise is the premier business and executive coaching firm working exclusively with financial professionals. We specialize in helping clients optimize growth and maximize revenue by engaging as a knowledgeable partner in accomplishing specific and significant business results. Our full-service coaching program empowers financial advisors, wholesalers, managers and executives to enhance performance through customized, action-oriented solutions based on each client's specific vision and situation.

Our certified coaches are members of the International Coach Federation (ICF). They adhere to ICF's strict code of ethics and have the experience and insight to work with you on the unique challenges and opportunities you face each day.

Drawing from an in-depth knowledge of the financial industry, ClientWise's mission is to professionally develop industry leaders and consistently raise the bar for industry service, commitment and integrity. Simply put, our singular focus is to help you get **clear**, get **focused**, and get **results**.

Get **Clear**. Get **Focused**. Get **Results**.™

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The ClientWise Professional Advisory Model (PAM)™

Since ClientWise was founded in 2006, we have interviewed thousands of financial advisors, teams, and Registered Investment Advisors with a minimum of 10 years of service, more than $250 million in assets under management and $3 million or more in production per year. Using data from these interviews, we constructed our proprietary model for financial advisory practices, The Professional Advisory Model™ (PAM™). The PAM™ breaks down a financial advisory practice into seven key categories focused on leadership, growth and innovation, and serves as a roadmap for content throughout the workshops.

Organizing Priorities: Organizing and managing priorities is a necessity for every top-performing financial advisory practice. ClientWise helps advisors determine their organizational goals and priorities across the entire PAM ™, and create an accountability schedule to adhere to them.

Client Engagement Model™: Client engagement is part of your role as a financial advisor and, at its highest level, client engagement develops Loyal Client Advocates™. The best advisors in the business have a steady stream of introductions coming from a select group of clients with whom they commit to regularly engaging. This ultimately benefits their clients and their business.

Client Acquisition Strategy™: Top-advisors understand the value of a written, coherent client acquisition strategy. This should include: opportunity management, pipeline management, lead generation, lead conversion, and lead qualification, and should be referred to consistently so as to never miss a potential opportunity.

Marketing Approach: A strong marketing strategy drives client acquisition. Building a brand, defining key services, and ensuring coordination of all marketing touch points—to include client segmentation, digital marketing, marketing communications, public relations and advertising—builds a financial advisory practice that generates increasingly qualified leads with increased potential for client satisfaction.

Team Development: A financial advisory practice is only as successful as its team. Advisors who understand the power of common-intent and continually strive to set team goals and well-defined roles and responsibilities within these, are better prepared for future success than the highest performing soloprenuer. A well-developed team provides additional strength, balance, accountability and success.

Professional Advocate Network™: A successful advisor is required to work with professionals in other areas of financial services or periphery centers of influence to best serve clients. The ClientWise proprietary Professional Advocate Approach™ defines approaches to nurture these relationships and manage them to the benefit of both parties, resulting in far more meaningful advocate relationships for both advisor and client.

Business & Operations Management: Successfully managing operations is a top priority for advisors who want to scale their businesses and build a sustainable wealth management practice. Hiring operational talent and streamlining processes allows for faster growth, more opportunity, and higher quality of life both in the office and at home.

ClientWise PAM Checklist

Airline pilots use checklists. Surgeons use checklists. Advisors-as-CEO use checklists. The following **partial** checklist and template should help you get started.

Organizing Priorities

- ❑ Vision of Success
- ❑ 3-Year Strategic Plan
- ❑ 1-year Goals
- ❑ 90-Day Must-do's
- ❑ Articulated Well by Each Team Member
- ❑
- ❑
- ❑

Client Engagement Model

- ❑ Formal Discovery Process
- ❑ Clearly Defined Client Segmentation & Service Model
- ❑ Client Integration Process
- ❑ Client Review Procedure
- ❑ At-risk Client Assessment
- ❑ Client Satisfaction Studies
- ❑
- ❑
- ❑

Client Acquisition Strategy

- ❑ Defined Client Acquisition Goals
- ❑ Prospecting Strategy & Structured Process
- ❑ Lead Generation, Management and Conversion Process
- ❑ Opportunity Management Report
- ❑
- ❑
- ❑

Marketing Approach

- ❑ Unique and Defined Service Offering
- ❑ Clearly-defined Ideal Client
- ❑ Annual Marketing Plan: Revisited Regularly
- ❑ Packaging of Marketing Materials
- ❑ Up-to-date and Engaging Website
- ❑ CRM Tools and Technology
- ❑
- ❑
- ❑

Team Development

- ❑ Well-defined Organizational Culture
- ❑ DISC Profiles
- ❑ Shared Team Vision
- ❑ Roles & Responsibilities Matrix
- ❑ Formalized Accountability Configuration
- ❑ Regular Team Meetings - Quarterly Retreat
- ❑ Conflict Resolution Agreement
- ❑ Succession Plan in Place
- ❑
- ❑
- ❑

Professional Advocate Network

- ❑ All "A" and "B" Clients Trusted Advisors Identified
- ❑ Compile Complete List of Other Trusted Advisors
- ❑ Understand the Nature and Scope of Each Other's Business
- ❑ Collaborative Relationships Defined
- ❑ Defined Service Model and Communication Strategy for Other Business Professionals
- ❑
- ❑
- ❑

Business & Operations Management

- ❑ Compliance Risk Checklist
- ❑ Human Resources (HR)
- ❑ Technology
- ❑ Finance
- ❑ Operations
- ❑ Product & Service Profitability Matrix
- ❑
- ❑
- ❑

Keep-Stop-Start Exercise™

My Current Score (1-10)	Professional Advisory Model™	One Thing To Change or Improve	KEEP What's working
	Organizing Priorities		
	Client Engagement Model™		
	Client Acquisition Strategy™		
	Marketing Approach		
	Team Development		
	Professional Advocate Network™		
	Business & Operations Management		

STOP What's not working	START Begin new

Notes:

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ClientWise Coaching and Consulting Services

- Executive Coaching
- Research Services
- Curriculum Design and Program Development
- Presentation Delivery and Workshop Facilitation
- Professional Development and Coaching Services

ClientWise Financial Services Clients

- Industry Executives
- Wealth Advisors
- Financial Advisors
- Broker Dealer & Registered Investment Advisors
- Asset-Management and Insurance Companies

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