



Top 10 List - Winning The Finals

The following are key points that should be addressed in your presentation – be forthright – if the client has to ask about these issues, it's probably too late! It's a balance between adapting to the past and being forward-looking, and between general firm information and specifics as it relates to this prospect.

Number 10: Explain any unusual fluctuation in AUM. Differentiate between market losses and client terminations, withdrawals and redemptions.

Number 9: Describe any process adjustments that you made in reaction to the 2008 financial crisis and this year's Euro-crisis. Were these changes permanent or temporary?

Number 8: Highlight your operational capabilities and any changes that you have made over the past 12 months (personnel, procedures, etc.).

Number 7: Explain how you are adapting to the uncertain and changing regulatory environment.

Number 6: Describe your overall business philosophy and how it has adapted – talk about profitability, resource prioritization, distribution, etc. How are you retaining key talent?

Number 5: Highlight your **Value Proposition/Mission Statement**. All things being equal, why should your firm be hired?

Number 4: Tailor your presentation to the unique characteristics and concerns of the client – do your research upfront. Let them know that you care enough to learn about them.

Number 3: Bring the right people to the presentation. Consistency in the client experience is important. Will they see this person/these people again?

Number 2: Be humble. Learn the recent lesson of Bill Gross – everyone knows that performance goes up and down. Honesty counts.

Number 1: TRANSPARENCY, TRANSPARENCY, TRANSPARENCY