



Take ^{THE} LEAD

2011 **NATIONAL CONFERENCE**

Business Planning

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Today

- Mission statements
- Business planning
- Client strategies
- Performance management & measurement
- Resource allocation

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¹ Footnote one.

² Footnote two.

Mission Statement

- A short written statement of a company's purpose
- Mission statement components
 - Product or service offered
 - Target audience
 - Metric

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² Footnote two.

Mission Statement

Guess who?

- “to organize the world ‘s information and make it universally accessible and useful”
- “to give people the power to share and make the world more open and connected”
- “provides its customers quality office and information technology products, furniture, printing values and the expertise required for making informed buying decisions. We provide our products and services with a dedication to the highest degree of integrity and quality of customer satisfaction, developing long-term professional relationships with employees that develop pride, creating a stable working environment and company spirit “
- “to grow a profitable airline, where people love to fly, and where people love to work”
- “to be our customers' favorite place and way to eat “

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¹ Footnote one.

² Footnote two.

Mission Statement

Example 1

- Advisor who believes that his differentiating point is the time and care that takes educating clients – to truly help them understand what they are invested in way. Personal services – the personal touch. He lives in Florida where he deals with many older clients so they tend to ask lots of questions!
- Tag Line: Working to Make Clients Better Investors
- Mission: To apply our experience and discipline to empower clients to become partners in the management of their wealth. Through education and communication, we instill the confidence to keep them invested and on course to meet their goals.

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Mission Statement

Example 2

- An RIA who has been an entrepreneur his entire life – has built companies and is targeting like minded individuals because he feels that he relates to them very well. His minimum account size is \$2 million – and he feels that the idea of leaving a legacy appeals to the ego of entrepreneurs.
- Tag Line: Securing Your Entrepreneurial Legacy
- Mission: Our mission is to help entrepreneurs secure their legacies by delivering client-centric solutions to meet their life goals. Our innate passion for what we do is complemented by our collaborative style, a combination that provides actionable plans and superior service.

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Mission Statement

- Your turn
- Mission statement worksheet
- Let's share

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Mission Statement

- So I have a mission statement, what now?
- “Walk the talk” rather than “stumble the mumble”

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Business Planning

- Would you build a house without a blue print?
- Goal setting – 1-3 year AUM objectives
 - Goal setting questions
 - Set your own!
- Goal setting – How many clients do I want?
 - Set a minimum account/relationship size
 - Ask yourself how many clients you can effectively service

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Business Planning

- Let's get stratactical
- Let's get SMART
- SMART
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Time based

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Business Planning

- Examples
 - Review current client list to assign them tier levels by February 15, 2011
 - Develop customized marketing plan for Tiers A and B by March 31, 2011
- Set your own!

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Client Strategies

- Client segmentation
 - Create client tiers
 - Create client service strategies

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Client Strategies

- Client tiers
- Example:
 - “A” clients – top clients – “Ideal Clients”
 - Asset size
 - Revenue
 - # of services provided
 - “B” clients – middle clients – potential to become “A” clients
 - “C” clients – lower-end clients
 - Accommodations
 - Do you want to keep them long-term?

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Client Segmentation Example

	"A" Clients	"B" Clients	"C" Clients
Financial Plan	Yes	Yes	Yes
Investment Plan	Yes	Yes	Yes
Estate Plan	Yes	Yes	As Needed
Online Service	Yes	Yes	Yes
Monthly Contact	Yes	No	No
Quarterly Contact	Yes	Yes	No
Semi-Annual Contact	Yes	Yes	Maybe
Annual Contact	Yes	Yes	Yes
Quarterly Portfolio Review	Yes	No	No
Quarterly Performance Reporting	Yes	Maybe	Maybe
Annual Portfolio Review	Yes	Yes	Yes
Semi-Annual Planning Review	Yes	No	No
Annual Planning Review	Yes	Yes	Yes
Other: Seminars, Dinners,	Yes	Yes	Yes
Holiday Gift	Yes	Yes	Maybe

Client Strategies

Client Service Strategies

- How frequently does each tier need communication?
- Which formats should be used?
- How frequently should in person meetings occur?
- How will annual reviews be conducted? (mandatory for each client)
- Client communications calendar

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Client Strategies

Client Tier	Anniversary Contacts (account opening and birthdays)	In Person Meetings (# per year)	Phone Meetings (# per year)	Electronic Contacts (# per year)	Hard Copy Contacts (# per year)	Events (# per year)

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Client Strategies

Client Communication Action Plan

- First Quarter
 - January: Quarterly Review
 - February: Send Internal Educational Publication
 - March: Send Third-Party Educational Article / Your Newsletter
- Second Quarter
 - April: Quarterly Review
 - May: Internal Publication
 - June: Your Newsletter & Client Appreciation Seminar
- Third Quarter:
 - July: Quarterly Review
 - August: Internal Research or Educational Publication
 - September: Third-Party Educational Article / Your Newsletter
- Fourth Quarter:
 - October: Quarterly / Annual Review, Re-Complete Questionnaire
 - November: Internal Research or Educational Publication
 - December: Your Newsletter & Client Appreciation Seminar

Client Strategies

Create a Servicing Policy Statement

SERVICING POLICY STATEMENT

PURPOSE

The purpose of this Servicing Policy Statement (SPS) is to establish and define expectations for the on-going management and review of the (company/individual name) investment plan.

OBJECTIVE

To meet at agreed upon intervals that will allow for the effective review and adjustment of investment assets in accordance with the accompanying Investment Policy Statement (IPS). Discussions will be conducted with respect to any changes in investment objectives and goals or risk tolerance as originally set forth in the IPS.

FREQUENCY OF MEETINGS

It is suggested that initially we meet on a quarterly basis so that I may guide you in full understanding of the accounts and investments that comprise the aggregate portfolio, as well as the statements and reports provided by Morgan Keegan. After one year it is recommended that we continue to discuss your investments on a quarterly basis either in person or by phone. A meeting in person should occur no less frequently than annually. (In addition, I shall contact you by phone at least monthly.)

MEETING OUTLINE

- Review of Prior Meeting: Review notes/minutes of prior meeting and provide updates as necessary
- Lifestyle and Financial Changes: Discuss any financial changes (jobs, expenses, inheritances, etc.) or life changes that may impact the investment objectives and/or risk tolerance
- Investment Review: See details below
- Services Review: Discuss the need for any other financial services (financial plan, education funding, life insurance, long-term care insurance, estate planning, business succession planning, executive services, investment services, etc.)
- Action items: What will be done, if anything, based on this meeting
- Schedule next meeting: Date, time and type (in person or phone call) of next meeting
- Evaluation of services: Feedback to advisor on level of service provided and needs not addressed

INVESTMENT REVIEW

Review of Investment Policy Statement (IPS)

Investment objectives and goals will be reviewed for relevancy and amended where needed based on any lifestyle or financial changes.

Broad Market Review

Review commentary on Fixed, Equity and International Markets' performance and indices

Review Performance of total portfolio and individual managers/funds

- Performance will be reviewed over multiple time periods and compared against appropriate benchmarks. Emphasis will be placed on a three to five year time period and risk-adjusted returns.
- Due diligence attribution reports will be consulted as necessary
- Individual manager/fund company commentaries will be reviewed if appropriate

Rebalancing

Current allocation will be compared against target allocation and rebalancing conducted where appropriate. Consideration will be given for any tax ramifications.

ACKNOWLEDGEMENT

The signature(s) below affirm that this statement has been read, understood and accepted.

Signature and Date

Signature and Date

In conjunction with the investment policy statement, this one-page document helps you illustrate to your client the service commitment you bring with a consulting relationship.

Performance Management & Measurement

- Monitor goals
 - Schedule checkpoints with yourself
 - Schedule checkpoints with your staff
 - Performance appraisals
 - Goal alignment

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Resource Allocation

- Maximize resources
 - Are the right individuals in the right roles?
 - Leverage TD Ameritrade Institutional
 - Resources on the Knowledge Library at www.maximizemyriabusiness.com
 - Roadmap planning via SRM team
 - Coming soon a self-service version of Roadmap
 - Webinars and training on the Resources page of Veo

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Resource Allocation



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Questions?

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