



**Top 10 List – Establishing Relationships and Trust**  
**IMI Consultants Congress – April 3, 2014**

**Andrew Klausner, Founder and Principal**

**Number 10:** Do your research upfront and find out as much about the consultant as possible; tailor your approach to match. Make sure that you discover their needs, concerns and expectations in your first in-person meeting.

**Number 9:** Highlight your Value Proposition/Mission Statement. Answer the question: All things being equal, why should your firm be considered?

**Number 8:** Focus on your firm's strengths and don't compare yourself to the competition. That's not your job, and will make you look bad.

**Number 7:** Highlight your capabilities above and beyond managing money – educational programs, thought leadership, etc.

**Number 6:** Ask about their preferred method and frequency of contact. Give them what they want, how they want it and when they want it.

**Number 5:** Bring the right people to the presentation, particularly those people that will be interacting with them on an on-going basis.

**Number 4:** Describe your overall business condition (profitability) and philosophy – resource prioritization, risk management, etc. Describe your culture. Discuss how are you retaining key talent.

**Number 3:** Explain any unusual fluctuation in AUM. Differentiate between market losses and client terminations. Explain how you're adapting to the uncertain and changing regulatory environment. Focus on transparency.

**Number 2:** Provide insight not data. Put your numbers and performance into context. Highlight the repeatability of your investment process.

**Number 1:** Emphasize client service because it trumps everything else. Good client service – being consistent, open, proactive and responsive - is what will help keep you from getting fired during tough performance periods.