



Top 10 List – Getting The Edge On Other Managers
IMI Consultants Congress – April 4, 2013

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Reaching Out

Number 10: Do your research upfront and find out as much about the consultant as possible. Tailor your approach to match.

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.

Meeting With The Consultant

Number 5: Bring the right people to the presentation, including those people that will be interacting with prospects/clients.

Number 4: Describe your overall business philosophy– talk about profitability, resource prioritization, distribution, etc. How are you retaining key talent? What changes have you made over the past 12 months?

Number 3: Describe any process adjustments that you made in reaction to the 2008 financial crisis. Were these changes permanent or temporary?

Number 2: 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 1: Be humble – but confidently ask for the business!