



The Elite Adviser

INSTITUTIONAL STRENGTH INTELLIGENCE

The pursuit of excellence demands groundbreaking practices, acute insight and expert skills. Backed up by decades of rigorous study and practical application, the industry leaders at CEG Australia deliver precisely the tools and strategies you need to reach the elite level.

Identifying Centres of Influence

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An important key for success in our industry is the ability to efficiently generate new prospects. The best way to do this is through referrals, both from existing clients and centres of influence. Ideally, 50 to 75 percent of your new business would come from referrals.

Of these two referral sources, we believe that centres of influence are the most cost-effective source of new business and integral to doing business as a professional firm in the future.

The rationale for this is simple. The centres of influence within your niche market are in direct contact with the members of that market. By reaching these centres of influence effectively, you will likely be able to get your firm in front of the prospects who are most likely to benefit from your services.

Every niche has key individuals—its centres of influence—who share important characteristics:

- They understand the unique needs of the community.
- They're familiar with the niche's trade press, which you potentially can use in your credibility marketing efforts.
- They know key people, such as lawyers or accountants, that you might leverage as part of your strategic alliances.
- They know the venues where you could make group presentations.
- They are willing to share all this information with you.

To identify the centres of influence, talk with existing clients who belong to your market niche. Ask them who the most influential people are in their group. In particular, ask about the individuals the clients know personally and would be willing to introduce to you. In addition, you can also reach out to trade associations and ask for the contact information for a few high-profile, successful individuals in their market.