



**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.

### **A Plan for Pulling in Qualified Prospects**

*By Jim Stackpool  
Managing Director, Strategic Consulting & Training*

Most financial advisers are tactical. In an effort to build business, they try different marketing approaches and hope they'll work. However, most advisers contact potential clients in ways that are easy for them, not the way these individuals want to be contacted. For this reason, most marketing plans simply fail.

As our research has shown, quality private clients prefer to be contacted through relationship-based marketing, including referrals from other well serviced clients. Here are six steps to a relationship-based marketing campaign that will draw qualified prospects to you.

1. **Define your vision.** Without a clear vision, you may find yourself focusing on the obstacles rather than the ultimate goal. A clear vision, on the other hand, is an emotional lighthouse that is always pulling you toward your goal.
2. **Develop your strategy.** Identify a target market and focus on a niche within that market. Create a profile of the ideal prospect and then uncover a unique or compelling benefit that provides substantial value for that person.
3. **Conduct research.** Talk with clients in your target market to discover the problems, opportunities and financial challenges they face. Identify possible strategic alliances with professionals who serve that niche.
4. **Determine the most compelling message for your market.** If you communicate that you have solutions to the actual problems of your target market, people who want to solve real problems will come to you.
5. **Determine how you will communicate.** To be effective, you need to communicate with the right people using the right methods at the right time through the right channel. Remember that the primary way that quality clients want to meet advisers is through referrals, not through mass mail, public seminars or advertising. This means that a key part of your efforts should be to systematically ask your existing client for referrals.
6. **Position yourself as one of them.** Become an expert in—and a true member of—your target niche. Exhibit at trade shows and get deeply involved in those communities. Write books and articles for trade publications. People will always prefer to do business with those they know and like, as opposed to somebody they meet through a cold call.