



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.

Three Steps to Happier Clients

The greatest potential for significantly growing your practice comes from better serving your existing clients. When they receive enhanced service, these clients are more inclined to turn over additional funds to manage and provide qualified referrals. Growing your business this way is much more effective than prospecting for new clients, which is both expensive and time-consuming.

Research from our US partners at CEG Worldwide shows that elite advisers fully recognise the importance of fostering high-quality client relationships and providing top-notch service. When asked about the significant concerns they face in expanding their business, more than 90 percent of the top advisers—those earning more than US \$150,000 a year—said that expanding their relationships with their clients was a concern. In contrast, just a minority of the lower income advisers—less than 40 percent—believed it to be a significant concern.

Three key strategies will ensure that your clients get the attention they need:

1. **Make client relationships and service your firm's top priority.** Put processes and structures into place that will allow you to efficiently meet your clients' needs. Create procedures that reduce the amount of time you spend on administrative tasks, increasing the time you can devote directly to your clients.
2. **Manage your time judiciously.** By focusing on the goal of spending more time with your clients, you can schedule ways around the many interruptions that come your way. Minimise the impact of distractions by handling them only once and finishing with them before moving on. Keep a time log and review your activities over the course of each week to see if they have been consistent with the goal of providing enhanced client service. If they have not, make changes to get back on track.
3. **Outsource non-core services.** By partnering effectively with institutions, you'll be able to provide additional services while remaining sharply focused on client needs. Carefully assess the offerings of financial institutions according to the real value they will deliver to your clients—and to your bottom line.

As our research clearly illustrates, to succeed in today's financial arena advisers need to shift their focus away from ubiquitous, easily commoditised asset management and toward their clients, offering services and products more closely tied with their needs. In short, successful advisers must focus on what is important—the people they serve.