

Standing out!

Top Producers Path to Gold

Standing Out From the Crowd

These days it seems as if there is a brokerage house, tax preparer, bank or credit union on every street corner and they are all offering investment services of one kind or another. It is becoming more and more important for advisors to identify a way to separate themselves from the crowd. In this article, we will provide you with six steps to help you distinguish you from your competition.

Step 1:
Develop your value proposition statement. If you don't know what makes you different, there is a good chance that you aren't. Write down what you want to be identified as and the work towards that goal. Whether it is your superior service or expertise in a particular area, identify your goal and put

plans in place to ensure your are the best.

Step 2:
Identify you target prospects and market directly to them. You most likely cannot be the ideal solution to every problem, and that is ok! Find the area that you fit the best in and focus your efforts there. Marketing dollars are limited so it is important to focus your efforts in the areas that will have the biggest benefit. Be sure that the key components of your value proposition statement are part of your marketing approach. Let the prospects know what sets you apart.

Step 3:
Fact find, fact find, fact find. Knowing your customer is one of the most important tools to being able to truly separate yourself from your competition.

Make it a point to find out things that the average advisor will not know. Uncovering information about a prospects hobbies or the health of their parents can provide you with useful planning information, but can also portray to them that you truly care about them as a person.

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Top Producer Success Corner – Paul Stevick, Sound CU

Paul is a great example of an advisor separating himself from his competition. In March of 2009 Paul was considering making a change in the variable annuity products that he offered his clients. As he researched the different annuities that were available to him, he found that the explanation of the optional riders could be very confusing

to clients without an example. Paul decided to open up an account in his own name to use as an example for his clients. Paul is now able to pull up his account during a presentation and share it with his clients. Great job Paul!



If you want to learn more about how to implement the strategy discussed, you can contact one of the following from our Program Management Resource Center: Tom Ostrand, Reagan Grimes, Olivia Millrad, Cynthia Pollard.

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Step 4:

Put together and present a professional solution. Taking the time to put together a professional looking presentation for each client can be time consuming and burdensome. That is exactly why you should do it. A professional looking presentation coupled with a confident recommendation on your part can go a long ways towards easing a clients fears and closing the sale.

Step 5:

Close the sale! If you have successfully completed steps 3 and 4, you should be able to close the sale at this point. By identifying the client's needs and providing a professional and appropriate solution, you can confidently ask for the clients business.

Step 6:

Continue to add value. The best way to identify new prospects is to impress your existing clients to the point that they refer their friends and family. By continuously adding value to your existing clients you separate yourself from those competitors who will most certainly be trying to capture the same business. Be pro-active with

market news; make annual reviews beneficial; and offer continuous educational and client appreciation events. Even simple things such promptly returning phone messages or regular communication can really help let your clients know that you care about them and appreciate their business.

Standing out from the crowd can sound like a lofty goal, but if you put a plan in place, and follow it with diligence, you will soon see the fruits of your labor!