

Top Producers Path to Gold

FOR MORE INFORMATION:

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, Olivia Millratt, Cynthia Pollard.

Of All the Advisors Out There, Why Should I Choose to Work With You?

How do you answer this question and how do you differentiate from the competition? Clients want to know why you are different and better than anyone else, without having to state it. Below are a couple summarized ideas to differentiate yourself from the competition.

Providing value

Advisors need to recognize that their unique value proposition or unique selling proposition has two distinct parts, value and uniqueness. Every advisor has the ability to unquestionably deliver value. If you are an effective wealth manager, you will deliver services such as:

- Lifestyle and retirement planning
- Retirement income planning
- Consolidated net worth statements
- Education funding planning
- Risk management assessment
- Insurance assessment and planning
- Multigenerational family wealth planning
- Trust and estate planning in conjunction with an attorney

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March 2018 Top Producers

March Monthly GDC Leaders:



Mark McKnight
Bayport CU

Chip Lutz
Credit Human

Michael Guthrie
UFCU

Stephanie Gudka
Bellco

*Gateway Services
Group's mission is
to serve our Credit
Union/CUSO
Partners as an
Advisor and
Consultant
focusing on
Insurance and
Financial Services
Solutions.*

Story continued from front

Getting the edge

Provide effective and persistent execution in the following six core processes:

- Intake process
- Financial planning process
- Risk management process
- Investment planning process
- Client service process
- Planning and review process

It is suggested for advisors to send written summary letters after each portfolio review meeting. The letter would include an appropriate thank you and a meeting summary to include follow up responsibilities of both advisory team and client. A tentative next meeting is also included. If you choose to use a summary letter, it needs to be uploaded to the client's contact record in Datavision, and the template should be submitted to compliance for review.

The summary follow up letter stresses the financial plan established and the client is held accountable for their actions (e.g., spending, savings, investing) to make sure they stay on track for their goals.

One of the values you can provide is that of a concierge provider for financial services by being a single source for financial planning, investment and financial advice, insurance, estate planning, financial education for the family, education planning, and even health care planning among other services as needed. You can provide tremendous value and differentiation as that provider. It is called "comprehensive wealth management."

These services have value; they may or may not be unique to you. The depth and breadth of the values delivered start to contribute to your uniqueness. That is, "walking the walk" is more unique than "talking the talk."