



BOOSTING YOUR AUTHORITY

CHEAT SHEET

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1

PRESENT INSIGHTS, NOT JUST DATA

OFFER 2-3 PERSONALIZED
INSIGHTS OR RECOMMENDATIONS
BASED ON THEIR SPECIFIC GOALS



Always link your insights back to your client's personal long-term financial objectives.

EXAMPLES:

- After showing a client that their portfolio has grown by 6%, you might say:
 - "This growth gives you the flexibility to start planning for your children's higher education earlier than we initially projected. Let's consider setting aside a portion for that goal now to stay ahead."
- If a client has significant exposure to real estate, you could explain:
 - "Given the concentration of your investments in real estate, we should consider reallocating some of your gains into a diversified equity fund. This would help balance the portfolio against any sector-specific risks in the property market."
- When discussing a client's retirement plan following a 7% growth in their portfolio:
 - "This performance puts you on track to retire three years earlier than anticipated, which gives us room to either preserve these gains or explore further growth opportunities with less aggressive strategies."
- If a client's portfolio shows strong growth:
 - "This recent portfolio increase opens up the opportunity to explore international markets, which could diversify your investments further and mitigate risks associated with local economic fluctuations."

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2

BUILD TRUST THROUGH CONSISTENCY

AT THE END OF EACH MEETING, SUMMARIZE THE NEXT STEPS AND FOLLOW UP WITHIN 24 HOURS TO CONFIRM THE ACTION PLAN.



Use automated reminders to ensure nothing is missed and keep communication seamless.

EXAMPLES:

- After concluding a quarterly review, you might say:
 - "I'll send over a detailed summary and next steps by tomorrow."
 - Make sure to follow up with an email that outlines the key points from the meeting, along with the action items for both you and the client.
- During a discussion about portfolio restructuring, you could mention:
 - "I'll have the updated portfolio allocation ready within 48 hours, and I'll send it over for your review."
 - Deliver the report on time, along with an analysis of how the new allocation aligns with the client's goals.
- After discussing a new investment opportunity, say:
 - "I'll follow up by the end of the week with a detailed analysis and some potential alternatives."
 - Use your CRM system to ensure that you deliver the analysis promptly, providing additional insights or suggestions to reinforce your recommendations.
- After a presentation to a group of clients, you can offer:
 - "I'll be sending each of you a personalized follow-up email with key takeaways and customized recommendations."
 - Ensure your email includes specific points from the presentation and is tailored to each client's situation.

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3

LEAD WITH EMPATHY

BE AWARE OF YOUR CLIENTS' LIFE CHANGES (E.G., RETIREMENT, A NEW CHILD) AND ADJUST YOUR ADVICE TO REFLECT THESE DEVELOPMENTS.



Ask open-ended questions to get a full picture of your client's current personal circumstances and adjust your recommendations accordingly.

EXAMPLES:

- If a client recently had a baby, you might suggest:
 - "With the new addition to your family, it may be time to reevaluate your life insurance and savings plans to ensure your growing family is well-protected. We can also start planning for your child's education."
- When a client is nearing retirement, say:
 - "Now that you're approaching retirement, it's important to shift our focus from growth to wealth preservation. Let's discuss how we can adjust your portfolio to minimize risks and generate steady income."
- If a client has achieved a major career milestone, offer this advice:
 - "With your recent promotion, your income and responsibilities have increased. We should look at more tax-efficient investment options to help manage your growing financial commitments."
- If a client receives an inheritance, you could guide them with:
 - "With this new inheritance, we have an opportunity to restructure your portfolio. Let's ensure we optimize these funds while considering tax-efficient strategies and aligning them with your long-term goals."

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4

LEVERAGE TECHNOLOGY TO STAY AHEAD

USE CRM SOFTWARE TO TRACK CLIENT INTERACTIONS AND SET REMINDERS FOR KEY FOLLOW-UPS AND MILESTONES.



Simplify scheduling and communication using tools like Calendly or automated portfolio updates.

EXAMPLES:

- After a meeting, you can set reminders in your CRM to follow up with clients at key intervals, saying:
 - "I'll send a quarterly performance review update so that you always know how your investments are doing, even before we meet."
- For scheduling, offer:
 - "Here's a link to my calendar—feel free to book a meeting time that works best for you."
 - This provides convenience and shows you respect their time, while making scheduling seamless for both parties.
- You can also automate updates with tools like Mailchimp or your CRM, mentioning:
 - "I've set up automatic portfolio summaries to be sent to you every quarter. This way, you stay informed about your investments without needing to wait for a formal review."
- For deeper insights, use AI-based tools to analyze portfolios:
 - "I've used advanced analytics to review your portfolio, and I've found some new opportunities that we could explore to improve performance while reducing risk."

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5

COMMUNICATE WITH CLARITY AND CONFIDENCE

AVOID USING JARGON AND BREAK DOWN FINANCIAL STRATEGIES INTO SIMPLE, EASY-TO-UNDERSTAND STEPS.



Practice explaining your recommendations so you can deliver them with confidence during meetings.

EXAMPLES:

- **When explaining the benefits of an equity fund, you could say:**
 - "Think of this equity fund like planting a sapling—it may take time to grow, but with patience and care, it will provide steady growth over the long term."
- **When discussing retirement planning, use a metaphor:**
 - "Shifting to a more conservative investment strategy now is like moving into the slow lane as you approach your destination—you'll arrive safely without taking unnecessary risks."
- **When introducing international investments, explain it like this:**
 - "Investing in international markets is similar to adding a new ingredient to your recipe—each new asset adds a layer of diversification, enhancing your overall portfolio while reducing reliance on a single economy."
- **When talking about tax-saving bonds, simplify the concept:**
 - "These tax-efficient bonds work like a secure vault—you lock in your savings, and over time, they steadily grow, helping you save on taxes while ensuring stability."