



LIMITLESS ADVISER COACHING

SEPTEMBER 18TH, 2020
MARKETING MASTERY RETREAT
TRACK 2 – CULTIVATING COIs

121
00:12:20.150 --> 00:12:23.640
Stephanie Bogan: All right, so how are you guys enjoying the morning so far.

122
00:12:25.440 --> 00:12:27.990
Tiffany Charles: Good. You have to unmute yourselves for me to hear you.

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00:12:27.990 --> 00:12:29.370
Stephanie Bogan: Who was in Tyrone session.

124
00:12:30.600 --> 00:12:31.440
Stephanie Bogan: Was really awesome.

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00:12:31.710 --> 00:12:32.820
Tiffany Charles: Yeah, it's gonna be hard to follow.

126
00:12:32.850 --> 00:12:33.720
Stephanie Bogan: Not gonna lie. I know.

127
00:12:33.840 --> 00:12:35.130
Allison Foulk: You probably wasn't me.

128
00:12:38.070 --> 00:12:45.660
Stephanie Bogan: I know we we we brought him in towards that we were really looking for something in a specific area and Wi Fi, it occurred to me to have him come in.

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00:12:46.440 --> 00:12:53.040
Stephanie Bogan: After we'd already set the rest of the agenda, otherwise I would have had him do a keynote. So we'll have him come back and it's recorded, of course, but I was like oh

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00:12:53.400 --> 00:12:59.640
Stephanie Bogan: It's gonna be so amazing. I know everybody needs to see it because it's right. And this is really a nice segue into

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00:12:59.970 --> 00:13:10.890
Stephanie Bogan: Even though it might not seem like it the conversation on centers of influence, because as you will hear me and Tiffany And Seth say probably 100 times in different ways, in the next hour or so.

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00:13:11.580 --> 00:13:20.640
Stephanie Bogan: It's not about, you know, showing up and getting or giving referrals. It's about telling the story of teamwork and collaboration and building a relationship.

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00:13:21.030 --> 00:13:28.170
Stephanie Bogan: That is good for you. Good for them and good for clients. And that's really about people and personalities and a process so

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00:13:28.380 --> 00:13:37.290

Stephanie Bogan: When I thought about who to have joined me for this call Tiffany And Seth, where the logical choices one Tiffany's in your third year of limitless. So she was she's been with us since the beginning.

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00:13:38.340 --> 00:13:42.990

Stephanie Bogan: And man, Tiffany is the stars people and I'm pretty I'm pretty sure everything that she does.

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00:13:43.680 --> 00:13:51.720

Stephanie Bogan: But she took the marketing that we did, and in particular the workaround co eyes and applied it, and then applied it some more.

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00:13:51.990 --> 00:13:59.400

Stephanie Bogan: And built on it and deep ended and then took it from the smaller from that she was into the much larger firm that she's now a partner and CMO in

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00:14:00.120 --> 00:14:11.160

Stephanie Bogan: And so she's really a testament that these simple practices really do work, and Seth You know what I love about all of this, what we teach you is, they're all best practices.

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00:14:11.610 --> 00:14:18.810

Stephanie Bogan: And there's never any one way. So when Seth and I talked about his model, it follows very much the same runway model that we follow

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00:14:19.020 --> 00:14:31.470

Stephanie Bogan: But you're going to see how he's applied it based on his firm his style his preferences his personality his interest in a way that really works for him. And the reason they do that is because I never want you to think that there's only one way

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00:14:31.920 --> 00:14:35.250

Stephanie Bogan: We want to give you lots of ways to model. They're all built on best practice.

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00:14:36.630 --> 00:14:37.260

We

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00:14:41.640 --> 00:14:42.420

Stephanie Bogan: Allison can leave.

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00:14:43.740 --> 00:14:49.470

Stephanie Bogan: Right now. Alright, so let's talk through some of the limiting beliefs that some of you might be experiencing when you think about

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00:14:49.860 --> 00:14:54.600

Stephanie Bogan: Centers of influence and 78, feel free to jump in here in terms of your experiences with them.

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00:14:55.380 --> 00:15:04.230

Stephanie Bogan: One centers of influence or waste of time. They eat my lunch, but they never refer anyone I cannot tell you how many times I've heard this in the last 25 years

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00:15:04.650 --> 00:15:07.560

Stephanie Bogan: And I'm also here to tell you it doesn't have to be true.

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00:15:07.950 --> 00:15:17.340

Stephanie Bogan: Now, it will be for some of them. But at the end of the day, most of them feel like you they are approached by a host of essays, who just want to take them to lunch and get their referrals.

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00:15:17.760 --> 00:15:21.720

Stephanie Bogan: So we're going to talk about a way to really change the dynamic in that relationship.

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00:15:22.140 --> 00:15:31.440

Stephanie Bogan: Another common belief or limiting story is that they don't send me the right clients. Our job is to educate them on who we do our best work with and create an easy runway for them to do it.

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00:15:32.010 --> 00:15:36.780

Stephanie Bogan: I sent her more referrals that I get that might be the case. Sometimes, so we're definitely talking about that.

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00:15:37.140 --> 00:15:42.840

Stephanie Bogan: They already have an advisor. They referred to, they think I'm going to steal their prep their tax prep I

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00:15:43.230 --> 00:15:48.660

Stephanie Bogan: Those are again Joe stories. Seth and Tiffany have both experienced. Those are going to share those experiences.

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00:15:48.900 --> 00:15:54.000

Stephanie Bogan: And we're going to talk about some of the things that come up and how to deal with them on this came up in our call earlier this week.

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00:15:54.300 --> 00:15:59.220

Stephanie Bogan: I gave your name to someone, but they didn't call me problem right and they gave your name to to others, you know,

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00:15:59.550 --> 00:16:08.670

Stephanie Bogan: And really, that's right. We'll talk about this where you are in your life cycles smaller firms versus bigger firms, but at the end of the day, you're looking for a small group of people

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00:16:09.360 --> 00:16:18.330

Stephanie Bogan: You can expand it, of course. But the idea here is when it comes to centers of influence. A lot of those limiting beliefs and stories come from the idea

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00:16:18.660 --> 00:16:27.420

Stephanie Bogan: That we're going to show up. We're going to hit sizzle and right our growth is just going to skyrocket, because we're a nice person. We took him to lunch and they said nice things and they had some clients that we could help.

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00:16:28.140 --> 00:16:35.790

Stephanie Bogan: And it's no different than dating right and there might be an exception, but for the most part you all went went through a process to build a relationship.

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00:16:36.180 --> 00:16:44.940

Stephanie Bogan: With your spouse or your partner right and you learned about each other in that process where there was alignment where there was an alignment where you could support and serve each other where you couldn't

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00:16:45.270 --> 00:16:48.510

Stephanie Bogan: And so centers of influence is all about playing for the long game.

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00:16:49.290 --> 00:16:58.200

Stephanie Bogan: It's about sacrificing a little bit of what you want. Now for something that you want a lot more later, which is a handful of referral relationships that give you a steady stream.

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00:16:58.500 --> 00:17:11.040

Stephanie Bogan: Of highly qualified clients. So here's the process that we use. And I'm going to just, I'm going to drop all the animation on here so we can go through the process because we're going to do a deep dive into these steps later, we learned that the first time around.

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00:17:12.180 --> 00:17:17.850

Stephanie Bogan: Step one is awareness. Right. I want you to understand that this is a relationship story.

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00:17:18.120 --> 00:17:23.910

Stephanie Bogan: So don't discount it because there aren't specific tactical steps here because we're going to talk through those in just a little bit.

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00:17:24.090 --> 00:17:29.910

Stephanie Bogan: Step one is awareness. This is where you're making the approach, you're introducing yourself you're sharing your brand story.

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00:17:30.270 --> 00:17:37.530

Stephanie Bogan: And you're creating next steps which hopefully right if there is the sense of a fit there will move the relationship forward into. Step two.

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00:17:37.920 --> 00:17:47.640

Stephanie Bogan: In step one. Your job is to establish likability right. Do they think they like you trust you might they want to continue to talk to you and to create some credibility and, in particular, curiosity.

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00:17:48.810 --> 00:17:59.670

Stephanie Bogan: With centers of influence, you're trying to do the same exact thing that you're doing with prospects, which is you're trying to get their attention long enough to truly differentiate yourself.

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00:18:00.360 --> 00:18:10.650

Stephanie Bogan: If you can do that, you will be wildly successful center of influence. As long as you deliver. If you can't do that you will continue to spend your wheels and just circle the runway and never get off the ground.

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00:18:11.010 --> 00:18:21.510

Stephanie Bogan: So it's really about creating curiosity and likeability so that you get to step two which is to create connection educate the center of influence and Seth and Tiffany are going to talk a ton about this.

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00:18:21.540 --> 00:18:23.760

Stephanie Bogan: Deliver don't ask. You are not

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00:18:23.760 --> 00:18:30.840

Stephanie Bogan: Selling you are serving, you're going to deliver value in this stage. So you're going to establish credibility and deep in the brand story.

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00:18:31.200 --> 00:18:41.880

Stephanie Bogan: Then you're going to get to engagement positive deliver it consistently add value you're going to reinforce this is where you're deepening. This is where you're telling your their brain. Hey, we're pretty okay

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00:18:42.360 --> 00:18:50.790

Stephanie Bogan: Right, you're going through those mental hurdles and then you're making it even more effective by going into step for partnering, which most advisors never get to, by the way.

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00:18:51.150 --> 00:18:56.700

Stephanie Bogan: Which is you're taking a truly team approach not give me a referral send you a thank you note never tell you what happened.

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00:18:57.540 --> 00:19:05.520

Stephanie Bogan: Your problem solving. Both directions like, Hey, I have this case and I'd love to get your perspective on it. I want to make sure I'm not missing anything.

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00:19:06.120 --> 00:19:12.930

Stephanie Bogan: And then in doing that, by the way, you end up having conversations about other clients like that. Right. And you're identifying opportunities that will work both ways.

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00:19:13.470 --> 00:19:22.620

Stephanie Bogan: So here you're creating mutual value and then in step five, it's all about when you get to the place where the influence occurs where they're actually making a referral.

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00:19:22.890 --> 00:19:31.410

Stephanie Bogan: Where, where you're in some cases, making a referral to them. And once you get to this stage. It's all about the follow up. So we're not going to talk about it in depth today.

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00:19:32.130 --> 00:19:37.470

Stephanie Bogan: Is we want to focus on the center of influence relationship. But if you haven't yet. Make sure you watch

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00:19:37.770 --> 00:19:47.940

Stephanie Bogan: The lesson on the five step referral roadmap, which is what you do when a center of influence makes a referral so that you make sure that that is such an awesome experience for them.

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00:19:48.270 --> 00:19:53.370

Stephanie Bogan: That you have so delivered on the team approach. And they are so invested in the outcome that they cannot help

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00:19:53.790 --> 00:20:07.230

Stephanie Bogan: But do it again and literally over 25 years it is something that I have used the most consistently and it delivers results. Pretty much every single time because it's elevating the engagement and the relationship, which is what makes it work.

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00:20:08.550 --> 00:20:15.150

Stephanie Bogan: So I'll have Seth and Tiffany talk just a little bit about how they apply this and developed it over time.

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00:20:15.420 --> 00:20:20.880

Stephanie Bogan: Tiffany's taken it to the next level in terms of she actually has a structured and formal approach and a commitment.

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00:20:21.180 --> 00:20:31.800

Stephanie Bogan: And then Seth will talk a little bit about how you know he developed his runway. So, Tiffany Do you want to share just a little bit about how you took this and applied it at all. Call it with a pretty significant up level.

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00:20:33.120 --> 00:20:48.150

Tiffany Charles: Yeah, so I just, I started exactly where stuff is just laid out. I did these five steps really work towards it. And then, for me, it was just like, Okay. Like, I think I have this down. I really want to get to a

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00:20:48.900 --> 00:20:57.300

Tiffany Charles: Structured clear place that I'm having these conversations with the center of influence. So like I go in with an agenda and part of my differentiating amongst the allies.

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00:20:57.750 --> 00:21:08.730

Tiffany Charles: Is this structure on how we're going to build our relationship and really make sure it's the highest and best use of our time really make sure there's going to be an exchange of value really make sure there's going to be reciprocity.

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00:21:09.630 --> 00:21:17.730

Tiffany Charles: And how are we going to measure that and we're going to make a formal commitment which is not the commitment or any sort of dollar exchange, but we're going to

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00:21:17.970 --> 00:21:22.470

Tiffany Charles: We're actually going to say to each other like for the next year, here's what I think I can contribute to you.

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00:21:23.010 --> 00:21:27.840

Tiffany Charles: Here's what I think you can contribute to me, like, how does that feel, do we both agree to this.

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00:21:28.110 --> 00:21:40.830

Tiffany Charles: Great. So you're setting terms. I'm setting terms with my relationships of what we think would make success over the given year. And then we're holding each other accountable to that. So I really just took this process and

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00:21:41.700 --> 00:21:51.330

Tiffany Charles: Put some structure around it for for me and what worked really well in my conversations and and that's what I've done. And we'll go through that in further detail a little bit later.

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00:21:52.290 --> 00:22:00.960

seth streeter: Yeah. And just to kind of echo what what Tiffany And Stephanie have shared we've built a CI process into our client engagement into our client service process so

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00:22:01.170 --> 00:22:08.400

seth streeter: At certain touch points in the client service. We're always reaching out to their attorney or their accountant or maybe their banker their mortgage broker their insurance broker.

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00:22:08.730 --> 00:22:19.020

seth streeter: And in doing so, we then want to make sure, first we really understand what the priorities are for the CEOs, like what, who's your ideal type of client. Tell us about your practice, what's working, what are your pain points.

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00:22:19.320 --> 00:22:26.070

seth streeter: And then once we build a relationship with one champion with one COI within a firm. We then try to go and actually say, can we

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00:22:26.280 --> 00:22:29.760

seth streeter: Actually meet with all your partners. We would love to talk about a way that we could

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00:22:29.880 --> 00:22:39.930

seth streeter: systematized an approach where we could best serve our mutual clients and we have a lot of clients who need tech support and sounds like you and your team do a great job at that. We have a lot of clients that need

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00:22:40.470 --> 00:22:46.200

seth streeter: Family planning or estate planning and then we try to then make that across a firm by firm basis.

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00:22:46.440 --> 00:22:57.300

seth streeter: And it always comes a focusing on contribution. Like, how can you deliver value to them. How can we talk about ways we can best serve clients mutually. And when you do that, they then really understand that you're coming

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00:22:57.840 --> 00:23:00.060

seth streeter: From the right place of wanting to serve clients.

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00:23:00.420 --> 00:23:10.680

seth streeter: And we've been able to create some case studies to actually showcase ways in which we can work together. So we might say, Hey, here's a client scenario, we have a business owner who's just going to be going through an exit.

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00:23:10.950 --> 00:23:16.770

seth streeter: Or we have a divorcee who's just getting through a divorce and she wants to keep the home until her kids are through high school.

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00:23:17.160 --> 00:23:22.920

seth streeter: But she doesn't really have income beyond a 10 year period. And we're trying to think about income strategies would love to talk to you about

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00:23:22.980 --> 00:23:31.770

seth streeter: Kind of your lens from a tax standpoint, what you would do with this type of client profile. So when you get them thinking about case studies and specific client dynamics and life events.

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00:23:32.040 --> 00:23:40.500

seth streeter: Then you can actually start to really showcase your value they can showcase their value and you're actually already getting them to think about other clients they have with similar case studies.

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00:23:40.860 --> 00:23:47.760

seth streeter: That they might be able to refer to you. So just echoing what what they said it's all about adding value and building a relationship.

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00:23:48.960 --> 00:23:50.400

Stephanie Bogan: And we'll talk. We've got a

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00:23:52.020 --> 00:23:59.250

Stephanie Bogan: Rating furious notes. I know we have lots of ideas from the last call. And I want to make sure we share them here, but I want to make sure we also dive into

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00:24:01.980 --> 00:24:12.900

Stephanie Bogan: Part of the nuts and bolts of it. So here's what you've already heard to say at least six times. Please repeat with me, don't ask for anything just deliver massive value.

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00:24:13.560 --> 00:24:20.400

Stephanie Bogan: Tiffany will tell you Seth will tell you over and over and over again. If you show up from a place of service and best intent.

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00:24:20.820 --> 00:24:26.970

Stephanie Bogan: Not Ray, you're not a marketer, you're not dragging this out for 27 years. The idea is to identify who's a fit.

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00:24:27.660 --> 00:24:33.330

Stephanie Bogan: Who you can move forward with and when you find them to identify ways to deliver massive value.

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00:24:33.720 --> 00:24:41.670

Stephanie Bogan: And we'll talk about some of the ways that you can do that create value for both of you from a marketing perspective. But if you go into this from the perspective of accounting

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00:24:42.300 --> 00:24:52.230

Stephanie Bogan: I gave you two referrals. You've given me one I gave you one referral. You haven't given me any at least, particularly in the very early stages, unless you have a structure like Tiffany's

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00:24:52.710 --> 00:25:04.980

Stephanie Bogan: Then, then the way that you're going to measure the relationship is sometimes going to be short sighted, so we're walked through the process. And so, Tiffany. You want to talk about sort of the just a basic model for a systematic approach.

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00:25:05.400 --> 00:25:11.460

Tiffany Charles: Yeah. So I think, you know, yesterday, and we hit those will hit the several times in the in the

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00:25:12.330 --> 00:25:24.150

Tiffany Charles: Presentation, but we're really looking for just five to seven really strong influencers right and part of this. It really comes in the system. And you'll hear this over time through this presentation is it's because

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00:25:24.720 --> 00:25:31.710

Tiffany Charles: Those five and seven and really delivering in a way where that relationship is strong and you're you know you're doing the follow ups and you're

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00:25:31.860 --> 00:25:37.830

Tiffany Charles: Having the in person meetings like that's that's all the time. You have to give to them and really bear all of that fruit so

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00:25:38.130 --> 00:25:46.680

Tiffany Charles: The way you and then there's a way of getting there, right, like it. How do you identify the five to seven. And so, taking a systematic approach is you can't be all things to all people.

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00:25:47.010 --> 00:25:52.260

Tiffany Charles: So as you're building, are you creating something in your schedule where you have emerging to see

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00:25:52.590 --> 00:26:05.160

Tiffany Charles: Are they are they possibly a fit to be your true influencer, how are you setting that up. So there's some in person stuff. There's some email stuff there may be a call from an assistant. There's different ways that you can do that there may be a gift.

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00:26:05.610 --> 00:26:11.880

Tiffany Charles: And then you have the engaged. So those are your influencers they've maybe send you somebody maybe they've sent you three or four people.

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00:26:12.180 --> 00:26:17.250

Tiffany Charles: Like, what have you done to make sure that you're loving on them. The entire time. How's that built into your system.

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00:26:17.670 --> 00:26:22.920

Tiffany Charles: And then this is really important. This is, I think, playing to the hell yes or no. At some point,

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00:26:23.580 --> 00:26:29.580

Tiffany Charles: You need to, there's this there's this thing of like this is just not working and I keep putting my time into this, this person and

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00:26:30.000 --> 00:26:44.610

Tiffany Charles: You know, it's just not feeling great. We're not really up leveling and helping each other like, when do you say no and allow that person to become as you see on the system extinct and really COI mailing list and you don't feel

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00:26:45.180 --> 00:26:52.890

Tiffany Charles: You need to keep going to the games that they invite you to or whatever that looks like. So the extinct is important because people

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00:26:53.580 --> 00:27:04.590

Tiffany Charles: Feel I for lack of better terms like pot committed into relationships like they put so much time in and they just keep hoping and I would say that's really detrimental to a COI process. Yeah.

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00:27:05.400 --> 00:27:13.620

Stephanie Bogan: And what I want you to take away from this slide in particular is. Do you see how simple it is. Like, I literally took a grid and said quarter, one quarter to quarter three quarter for

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00:27:13.980 --> 00:27:20.790

Stephanie Bogan: And, you know, this looks pretty because it's on the slide, but Tiffany will tell you, like the first firm that she was in when when they were a client and then joined limitless.

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00:27:21.300 --> 00:27:32.490

Stephanie Bogan: It was a spreadsheet and it was like all the list of their SEO wise and then they each got 10 each quarter, and it was, who are the people that we have a relationship with how are we nurturing them like always be paying attention to them.

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00:27:33.090 --> 00:27:42.120

Stephanie Bogan: Right, that's the. Those are the engage the ones that are referring those emerging right that the group of people that you're trying to get to either step up or step down into that existing group like hey

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00:27:42.510 --> 00:27:48.600

Stephanie Bogan: I've loved on him for a while and it's just not a fit or it's not coming my way and that's okay, we'll just continue to drip on them.

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00:27:49.770 --> 00:27:55.380

Stephanie Bogan: And then the idea is to identify those and that emerging group. And again, depending on your plan and your schedule and your priorities.

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00:27:55.680 --> 00:28:02.730

Stephanie Bogan: But in Tiffany's firm each of the three advisors got 10 people each quarter was your job is to have a lunch with them or a grant and in person.

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00:28:03.150 --> 00:28:12.690

Stephanie Bogan: Do some phone calls and we had a schedule right every week there was some kind of a touch point once a month there was an in person. And the idea was to do that. You can decide for a quarter or two.

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00:28:13.320 --> 00:28:18.930

Stephanie Bogan: You know, in Tiffany's case in particular is much more upfront. But in that first quarter, you should be able to tell

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00:28:19.230 --> 00:28:28.140

Stephanie Bogan: Is there a fit like do you actually like them like talking to them. If you don't, it doesn't matter how many claims they have you're going to take the team approach. So you should enjoy working with them.

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00:28:28.530 --> 00:28:35.850

Stephanie Bogan: Right. We'll talk about that kind of shared interests and things because there are ways to develop relationships outside of just the people in the process part

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00:28:36.570 --> 00:28:44.790

Stephanie Bogan: And the idea is just come up with a simple schedule that says right twice a week, I get out of the office to do something with the COI twice. You know, every day I make two phone calls.

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00:28:45.210 --> 00:28:51.870

Stephanie Bogan: And fill in the schedule and make that just a consistent part of your plan, even if marketing isn't one of your top priorities.

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00:28:52.260 --> 00:29:07.620

Stephanie Bogan: It can instill should be something that you do consistently at some level, right, it might not be four meetings a week. It might be one. But the idea is to keep that going. So that the the referrals and the business continued when you put the effort in. You get the effort out

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00:29:09.750 --> 00:29:15.510

Stephanie Bogan: So one of the things I really wanted to Seth and Tiffany to speak to, in particular, and then we'll get into the deep dives of

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00:29:16.710 --> 00:29:22.860

Stephanie Bogan: Of the steps is I know one of the things that I hear a lot when talking to advisors or when people reach out to us right now.

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00:29:23.160 --> 00:29:28.440

Stephanie Bogan: Is that it's really hard to market during coven particular to see allies, because right can't go on. Take model lunch.

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00:29:29.040 --> 00:29:38.010

Stephanie Bogan: It's not necessarily been our experience. It just means that you've got to reframe the story. And so when when Seth and Tiffany and I got together to kind of craft this presentation.

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00:29:38.280 --> 00:29:41.640

Stephanie Bogan: We literally went through, like, what's really happening right now.

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00:29:42.000 --> 00:29:50.910

Stephanie Bogan: And what's really happening right now is advice is on the rise. People are talking about money, more than ever, says, I know you'd mentioned this the other day. Do you want to talk about how you guys are seeing this show up.

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00:29:51.600 --> 00:29:59.460

seth streeter: Sure. Yeah. You know, when we have health issues. We all want to go talk to medical professionals. When you have financial issues. People want to talk to the financial professionals.

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00:29:59.700 --> 00:30:07.320

seth streeter: And right now the whole world is going through this pandemic and there's so much in flux, you know, for our clients and for prospects and for CEOs out there.

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00:30:07.620 --> 00:30:15.120

seth streeter: You know, people are maybe not without jobs are there furloughed right they have businesses they're trying to make decisions about PPP

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00:30:15.840 --> 00:30:19.770

seth streeter: If people have real estate, you know, rentals are wondering about their commercial properties.

258

00:30:20.370 --> 00:30:25.080

seth streeter: There's so much happening right now that people are wanting to receive objective guidance.

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00:30:25.290 --> 00:30:37.200

seth streeter: So what we're finding is that CEOs are also day lose with all these questions coming to them and you know SEO wise, just like us. They typically have their kind of silo of expertise. I know tax. I know estate planning. I know business law.

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00:30:37.500 --> 00:30:41.610

seth streeter: And when clients come to them with these questions outside of their kind of realm of expertise.

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00:30:42.060 --> 00:30:48.870

seth streeter: They get kind of stuck. And so when you can let your CEOs know hey, I'm happy to be a resource for you and your clients when they're coming to you.

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00:30:49.080 --> 00:30:58.110

seth streeter: With these five types of questions that we're seeing a lot of our clients going through right now and I'm happy to share with them, you know, some time to just talk through some of their options and to help them navigate

263

00:30:58.620 --> 00:31:08.850

seth streeter: Their steps going forward. So right now it's not just a time to play defense, you know, obviously we're all kind of circling the wagons around our clients and making sure that they're well cared forward and assured.

264

00:31:09.030 --> 00:31:16.260

seth streeter: But it's also a time to play on offense and to look at opportunities to connect with these people that are out there really seeking objective guidance.

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00:31:17.130 --> 00:31:23.400

Stephanie Bogan: I don't know if all of you have, but hopefully many of you have used the first call campaign that we came up with was March and April.

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00:31:23.790 --> 00:31:32.340

Stephanie Bogan: Which is really great a script and an email to reach out to centers of influence and acknowledge what's going on in the world and say hey you know lots of people have questions. We're here to help.

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00:31:32.670 --> 00:31:38.820

Stephanie Bogan: Right, it's just something happy to give people a 15 or 20 minute call as a courtesy, even people that we know wouldn't normally be our clients.

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00:31:39.180 --> 00:31:46.530

Stephanie Bogan: Right, because you're trying to create that brand of right that that someone who's there to help. There are lots of ways to use what's going on.

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00:31:47.250 --> 00:31:53.940

Stephanie Bogan: As that bridge to deepen the relationship. So, Seth, use the example of case studies. You could reach out to all your centers of influence.

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00:31:54.180 --> 00:32:01.800

Stephanie Bogan: And say that you're writing, you know, let them know that you're writing articles on the kinds of impacts that this crisis is having on people in different professions, can they

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00:32:01.980 --> 00:32:10.710

Stephanie Bogan: Share kind of that, you know, two or three professions that they do a lot of work with and what kinds of issues are coming up. You can build case studies. You can interview 10 CPA is

272

00:32:11.220 --> 00:32:17.790

Stephanie Bogan: About a case study and say, Hey, you know, I'd love to get your perspective on the kind of work that goes into this kind of client to build a case study. Right. It's a

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00:32:18.000 --> 00:32:23.880

Stephanie Bogan: Couple in their 50s. They've got some estate planning issues, etc. You can have that same conversation with 10 CPA.

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00:32:24.360 --> 00:32:28.740

Stephanie Bogan: Build the case study, send it all to them, which they can then use in their practice.

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00:32:29.430 --> 00:32:35.340

Stephanie Bogan: And you've had an opportunity to talk to 10 people and build a tool that the two of you are going to use together.

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00:32:35.760 --> 00:32:41.310

Stephanie Bogan: Right. It could be an article. It could be a case study. It could be a webinar. It could be a white paper. It can be a resource, but

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00:32:41.610 --> 00:32:48.570

Stephanie Bogan: Advice is on the rise, people have more questions now than ever ask yourself, what kinds of questions your clients are asking

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00:32:49.170 --> 00:32:58.620

Stephanie Bogan: Right, if it's people nearing retirement. Could you write an article on, you know, should I be retiring, you know, should I take that early retirement package that my company is offering me

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00:32:58.980 --> 00:33:08.340

Stephanie Bogan: Right, then you could reach out to every CPA in your network and be like, Hey, I just wrote this article on this, we've been seeing this come up a lot lately with our clients. If you have any clients with this issue, feel free to reach out

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00:33:09.600 --> 00:33:19.590

Stephanie Bogan: You can literally take any money in motion event anything going on in the press anything going on in the world, anything you want to talk about and find a way to use it as a value add

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00:33:19.860 --> 00:33:32.070

Stephanie Bogan: With the center of influence. So it's all about his deal here. Seth, say a lot in particular. It's about connecting on a very human level right. What's interesting Tiffany talked about this earlier this week. What's interesting to them outside of work.

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00:33:33.390 --> 00:33:42.210

Stephanie Bogan: Right, she built a great relationship with one when one of her centers of influence got pregnant like that was the pivot point that deepen their relationship because Tiffany was in tune enough to say, hey, I

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00:33:42.660 --> 00:33:47.730

Stephanie Bogan: Think I should give her some value and some resources and some help in this area of her life. It's pretty new to me.

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00:33:49.530 --> 00:33:57.750

Stephanie Bogan: Alright, so let's talk a little bit about the overarching objectives and then putting a process to it. So one you want to create clear intent.

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00:33:58.230 --> 00:34:09.690

Stephanie Bogan: You want to build connection and uncover opportunities and then you want to make sure that you do those deeper dives to demonstrate who we said we were right. Like, I am the person that I have been telling you that I am

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00:34:10.020 --> 00:34:15.630

Stephanie Bogan: So that you can start here. And then, Tiffany. Why don't you talk a little bit about your process but Seth You had mentioned

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00:34:16.020 --> 00:34:24.600

Stephanie Bogan: Right beyond the strategy in the story here that you have a process that it's built. And can you tell us a little bit about the steps in that process and how it covers these pieces.

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00:34:25.770 --> 00:34:32.370

seth streeter: Or and I think actually at the very last slide, we live. Some of those items, you know, a lot of them are just really simple. It's like

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00:34:32.730 --> 00:34:42.420

seth streeter: You know, when we meet with estate planning attorneys, we always offer a balance sheet of our clients with their permission to save on the discovery process and then we start to develop a relationship with that estate planning attorney.

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00:34:42.930 --> 00:34:51.150

seth streeter: Every year we do gain loss reports and provide those to our clients CPA is and talk about tax loss harvesting and provide updates every time we do tax loss harvesting

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00:34:51.780 --> 00:35:02.610

seth streeter: We do write ups on asset location talking about how you allocate within your tax deferred your tax rate and your taxable accounts and we get the CPA to kind of understand what we're doing across the clients different accounts.

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00:35:02.910 --> 00:35:11.520

seth streeter: We send a thank you note EVERY THANKSGIVING TO EVERY COI are our top tier CEOs and we do a personal note, thanking them for the partnership.

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00:35:11.850 --> 00:35:18.840

seth streeter: And because we have multiple advisors. We also are tracking all the clients that each of these CEOs is working with through our firm, so maybe

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00:35:18.990 --> 00:35:29.430

seth streeter: You have two or three people in your firm, make sure you know the aggregate connectivity, you have with the CEO is so those CEOs understand. Hey, as a firm or two or three of you together that you are

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00:35:29.670 --> 00:35:35.310

seth streeter: You really investing in them and wanting to develop that relationship. So we have touch points built in.

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00:35:35.580 --> 00:35:42.390

seth streeter: Throughout our service process right now as Year in Review season where we essentially do a tax year in tax review for all of our clients.

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00:35:42.750 --> 00:35:49.830

seth streeter: And so, as part of that we have these touch points with CPA, we get an updated copy of the tax return to the most recent tax return.

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00:35:50.070 --> 00:35:59.670

seth streeter: And then we have kind of a checklist that we go through with them and clients find that very valuable, especially this year when there's been some new tax updates that are relevant to them.

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00:36:00.570 --> 00:36:08.010

seth streeter: And then just kind of uncover something bigger. Like when I started the firm mission wealth, I thought, gosh, we need to find a way to get in front of

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00:36:08.910 --> 00:36:15.270

seth streeter: Targeted clients on a more consistent basis and I didn't want to do a bunch of seminars and spend all my time marketing. So we actually

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00:36:15.810 --> 00:36:27.030

seth streeter: Came up with our top 10 list and you could do this in your community who would be your top 10 dream LIST OF, COI partners, kind of at a firm level. So is it this law firm is that this accounting firm is it this

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00:36:27.540 --> 00:36:40.200

seth streeter: Psychologist. Is it this mortgage broker and being able to then approach them and talk about how you would like to systematized as Tiffany said a relationship between your two firms and that's really how mission wealth got off the bat. We did that with

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00:36:41.340 --> 00:36:46.860

seth streeter: The top largest CPA firm in Santa Barbara, California. They had 50 employees 35 CPS

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00:36:47.130 --> 00:36:55.440

seth streeter: And we started the firm in partnership with them and that instantly gave us kind of credibility and edified us because of their 50 year tenure in the community.

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00:36:55.680 --> 00:37:09.420

seth streeter: So I would just say, you know, think about the CEOs, but also think about larger partnerships with them. A lot of these firms are looking for advisors that they can partner with because they realize that the best advice is coming in an integrated fashion and no longer in silos.

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00:37:12.390 --> 00:37:12.600

Right.

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00:37:13.980 --> 00:37:14.460

Tiffany Charles: It's great.

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00:37:15.390 --> 00:37:20.310

Stephanie Bogan: And then Tiffany walk through yours and then Seth mentioned something that I want to make sure that we highlight as well as

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00:37:20.550 --> 00:37:25.650

Stephanie Bogan: When you follow the process, how you get those opportunities. I know we told the story earlier this week of

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00:37:26.010 --> 00:37:31.350

Stephanie Bogan: You know when you when you guys did this and then use the tax time streets. Second, there's a lot and he did it really quick.

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00:37:32.160 --> 00:37:42.390

Stephanie Bogan: You give you a lot of very specific things that they do as he mentioned, they're in a list in the resource guide. They are also at the end of the lesson, so you don't have to feel like if you didn't keep up. You've missed out

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00:37:42.930 --> 00:37:50.220

Stephanie Bogan: We capture all of that for you but Tiffany follows a very similar process and does similar things. And then I would love for you to share with them sort of

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00:37:50.580 --> 00:37:58.920

Stephanie Bogan: You know, the, the see sort of stuff that came out of that in terms of how showing up consistently over time actually starts to yield fruit. When you aren't really expecting it.

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00:37:59.370 --> 00:38:03.600

Tiffany Charles: Yeah, absolutely. So the COI process that you see listed here. This is really

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00:38:03.840 --> 00:38:13.290

Tiffany Charles: How do you get to your five to seven influencers right so as WhatsApp shared is like, that's kind of our phase two, when they're in relationship building or they are an influencer, how do we

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00:38:13.530 --> 00:38:20.010

Tiffany Charles: Nurture and maintain those relationships in a really positive way, the structure you see here is how do I identify

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00:38:20.310 --> 00:38:26.400

Tiffany Charles: However, many I need in order to get down to the five to seven true influencers that I need. And that's what we do so.

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00:38:26.700 --> 00:38:33.690

Tiffany Charles: Who is the who's the DC contacts so at our at our team. It could be one out of five advisors that are leading that and then

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00:38:33.930 --> 00:38:41.520

Tiffany Charles: How do we if they're a new COI to the firm. How do I get them through the process of lead explore deep dive and to a commitment.

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00:38:42.120 --> 00:38:51.060

Tiffany Charles: And then what goals and objectives have we shared as a team. So what's that exchange of value that the COI and destiny capital has come into

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00:38:51.810 --> 00:38:57.660

Tiffany Charles: Have decided on. Like, how are they going to test this relationship and really make sure that there's true value there over the course of the first year.

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00:38:57.900 --> 00:39:01.710

Tiffany Charles: So we just track that all I started on a spreadsheet. It's now all done in our CRM.

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00:39:01.950 --> 00:39:09.360

Tiffany Charles: But what it did is it gave us a place to really evaluate these relationships so that they're not lost in the abyss and that we're really taking the time to make sure like

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00:39:09.630 --> 00:39:17.310

Tiffany Charles: Okay, we said we're going to meet quarterly. Are we like are we delivering what we said we would, are we able to like you always want to

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00:39:19.470 --> 00:39:28.230

Tiffany Charles: You always want to over deliver right like so you never want to over promise and under deliver, especially with center of influence and and and then

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00:39:28.680 --> 00:39:35.430

Tiffany Charles: And then at that point, did they move up or move out so that we're just really getting to a place that we're building COI. So I built this as

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00:39:35.670 --> 00:39:42.510

Tiffany Charles: Something that I did to get to influencing relationships and then as a way that I could teach that and mentor that into the advisors in our firm.

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00:39:42.840 --> 00:39:48.960

Tiffany Charles: And then they go into the relationship building, like you mentioned all the things that Seth. Do you like those are things we have form letters which the

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00:39:49.200 --> 00:40:02.250

Tiffany Charles: Client sign so that we can have direct communications with their CPA and attorney and just make sure that that they truly feel the experience of having an advisory team behind them and not just independent advisors working

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00:40:03.180 --> 00:40:20.100

Tiffany Charles: And and then as Stephanie mentioned, we did this, we do this tax campaign this, I call it our tax love campaign or love campaign for a CPA during tax season and we hit them multiple times during that season and

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00:40:20.700 --> 00:40:28.980

Tiffany Charles: There's always calls afterwards to get together, or there's always referrals, which is great because they're meeting with so many clients during that timeframe. So when we're in their office.

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00:40:30.060 --> 00:40:36.000

Tiffany Charles: Loving on them every week for a series of times we just get referrals. But one of the things that came out of it was

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00:40:37.260 --> 00:40:48.780

Tiffany Charles: A firm called and said, wow, like you do all these things like would you be willing to come and do see for all of our for all of the CPS in our firm and we're like, well, I was like, yes.

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00:40:50.730 --> 00:40:55.950

Tiffany Charles: My partner at the time was like, whoa, like, are we ready for that. We don't like we are, we are going to put this together. This is

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00:40:56.250 --> 00:40:57.510

Tiffany Charles: This is what we're looking for.

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00:40:57.810 --> 00:41:03.840

Tiffany Charles: Yeah, like these are the opportunities that you're you're looking to stuff. How's the system on it like we just got the invite.

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00:41:04.980 --> 00:41:16.950

Tiffany Charles: We're going to piece this together. Um, so yeah. It's just, you know, the systems in place, allow you to just be accountable to the ways that you say you're going to show up and just make sure that you're delivering same things that we do with our clients.

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00:41:18.030 --> 00:41:23.610

Stephanie Bogan: You are. We call it cultivating CEOs for a reason. It is like seating for her wrist, you are showing up.

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00:41:23.970 --> 00:41:31.110

Stephanie Bogan: And that's why the process pieces so important. Yes, that you write it has to be someone with him, you'd have sort of a philosophical and personality fit.

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00:41:31.410 --> 00:41:37.650

Stephanie Bogan: Right there, they have the clients that that work for you and you for them. But beyond that, getting to that sort of, you know,

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00:41:38.160 --> 00:41:44.550

Stephanie Bogan: Trusted team status where those five to seven referrals come consistently. They just automatically think of you.

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00:41:45.150 --> 00:41:50.010

Stephanie Bogan: Right, like it's just part of their business behavior is about a process like this, it is about

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00:41:50.430 --> 00:41:59.490

Stephanie Bogan: You know when I put them in my campaign for that 90 days or whatever it is, or for the year. This is what I'm going to do, I'm going to touch them every month. I'm going to meet them in person once a quarter. I'm going to

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00:41:59.700 --> 00:42:05.910

Stephanie Bogan: Send them some personal touch points which we'll talk more about in terms of different dynamics and ways to deepen the relationship

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00:42:06.360 --> 00:42:17.700

Stephanie Bogan: The most important thing is to have a process, right. So, Phyllis and her firm. They've Phyllis and Susan have gone through the process of targeting CEOs. Now that focus on

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00:42:18.150 --> 00:42:26.970

Stephanie Bogan: Their same niche of retirees. They have an email campaign built around it and I was asking you what the process for follow up is, and now they have a monthly

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00:42:27.510 --> 00:42:32.730

Stephanie Bogan: They see the monthly at the Society for financial professionals. Right. So they've got at least an ongoing process.

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00:42:33.090 --> 00:42:38.700

Stephanie Bogan: Your goal is no different than a prospect process or probably a better examples. Think of it as a client review.

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00:42:39.360 --> 00:42:45.870

Stephanie Bogan: Your centers of influence our light clients, they need to be on their own review cycle on their own search cycle of hey,

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00:42:46.170 --> 00:42:51.690

Stephanie Bogan: And that's the beauty of it. You can clump it like, hey, when you're not doing searches. You can take a month and you can make it.

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00:42:51.990 --> 00:42:58.440

Stephanie Bogan: Right, it's time to get with the CPA is in May, because that's when they're all freed up where it's time to do right pre tax planning in

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00:42:58.680 --> 00:43:14.580

Stephanie Bogan: September. So the idea is to make sure that you've got a process and you build time into your schedule, even if it's just a starting point right one CPA contact you know phone call one point of contact one meeting Seth You want to jump in and say something

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00:43:14.640 --> 00:43:25.440

seth streeter: Yeah, I just wanted to share another fun way to get connected to CEO is his view enjoy putting on events and the in a postcode world again when events are really possible. I guess you could do in virtually too.

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00:43:25.740 --> 00:43:34.980

seth streeter: Is we've done a number of events around are six different personas. So you we specialize in retirees, like a lot of you independent women who are either divorcees or widows.

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00:43:35.580 --> 00:43:40.440

seth streeter: Business Owners of Sri or SG kind of focus people

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00:43:40.920 --> 00:43:51.600

seth streeter: Professionals with stock options so you can pick any of these personas that are relevant to your firm and you could put on a really fun event, you know, Jill. Maybe it's around equine like horse events or whatever it might be.

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00:43:51.840 --> 00:44:03.120

seth streeter: Coming up with some really creative events tend to get CEOs who are typically the best to putting on events themselves really excited about partnering, one of the best ones. I did that I shared another program here.

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00:44:03.720 --> 00:44:12.840

seth streeter: Is I'm very involved with the Land Trust, which is a local nonprofit where they preserve open space and they were saying, We've got this beautiful meadow up in the Gambia to coast.

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00:44:13.230 --> 00:44:21.570

seth streeter: Which no one has seen its kind of our untouched gem. And so I said, Okay, so if we could get some quality, you know, local residents here that would be good for you. Yes, we would open it up to you.

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00:44:21.810 --> 00:44:32.880

seth streeter: So I then use that as an opportunity and I went to seven other COI firms accounting firms a law firms, a bank a mortgage company and insurance brokerage actually a local auto dealership.

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00:44:33.120 --> 00:44:40.950

seth streeter: I said, hey, how would you like to be part of this really special client appreciation event. You can invite your top 50 clients to come to this extraordinary event.

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00:44:41.190 --> 00:44:47.040

seth streeter: Which is going to be this beautiful meadow with ocean views. We're going to have plenty air painters are going to be painting the live meadow.

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00:44:47.250 --> 00:44:55.620

seth streeter: And then we're going to be selling those paintings 50% of those proceeds went to the land trust we had live music we had lunch. It was a beautiful, very, very special day.

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00:44:55.890 --> 00:45:00.630

seth streeter: And so we had over 350 people come to this open meadow.

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00:45:00.900 --> 00:45:05.430

seth streeter: And it was not only a great experience for our 50 clients permission wealth got to experience it.

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00:45:05.610 --> 00:45:16.740

seth streeter: But we had the opportunity to cross pollinate with all the other clients of these other firms, so you can create extraordinary events, it can be good for a nonprofit, it can be great for your clients and it can be super great in

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00:45:17.130 --> 00:45:25.740

seth streeter: Referral cultivation. So just be creative when it comes to ways you can engage around areas you're naturally passionate and around target clients, you're wanting to work with.

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00:45:26.460 --> 00:45:35.160

Stephanie Bogan: Yeah, when I worked in a practice 2525 years ago I did. We did all the time when I call lunch and learns

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00:45:35.730 --> 00:45:41.100

Stephanie Bogan: And community Lecture Series lunch and learns right you get small group of clients around specialized topics and the office.

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00:45:41.370 --> 00:45:46.050

Stephanie Bogan: We would do them around obviously content, education, but we would also do them around personal things

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00:45:46.410 --> 00:45:53.400

Stephanie Bogan: Right. So for the CPA that worked with clients that had retirees, we would have we would do like a quarterly series. So they got used to it and we had

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00:45:54.090 --> 00:46:00.900

Stephanie Bogan: shredding parties. I don't know what it is about sharing parties. People love shredding parties, the highest attended event.

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00:46:01.200 --> 00:46:09.150

Stephanie Bogan: If every single time. People love shredding parties. So we would have a speaker, we would have the shredders right wine cocktails. Those were super good and

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00:46:09.750 --> 00:46:16.440

Stephanie Bogan: We even have travel agents come in and talk about like the best places in the world to visit with currency and safety and all that for retirees. Great stuff.

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00:46:17.040 --> 00:46:21.780

Stephanie Bogan: We had someone once a camera was who who was, I don't remember what the the profession was.

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00:46:22.170 --> 00:46:31.230

Stephanie Bogan: I think was a parenting coach or a therapist but they came in to talk about how to build relationships with your grandchildren in a digital world, that was pretty well attended

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00:46:32.220 --> 00:46:38.850

Stephanie Bogan: That was not quite 25 years ago, but so the idea is, it doesn't have to be all like, hey, come talk about your taxes in your portfolio returns

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00:46:39.150 --> 00:46:45.150

Stephanie Bogan: It's about where those commonalities are in your client base and what you've heard both Tiffany And Seth say is

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00:46:45.600 --> 00:46:52.350

Stephanie Bogan: They're clear on who they want to work with. Right. They've got a process for identifying and approaching those centers of influence.

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00:46:52.950 --> 00:47:01.170

Stephanie Bogan: And then they follow that process they trust it, and then they're constantly spinning their energy no different than client reviews and surges.

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00:47:01.440 --> 00:47:13.170

Stephanie Bogan: Looking at ways to deliver value through the process and sort of using their time and energy going away. I haven't talked to Bob and six months and oh wait, I've got to follow up with John and what happened here. That's why the process piece is so important.

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00:47:14.250 --> 00:47:26.640

Stephanie Bogan: So it's also the piece. And I want you to underscore this with exclamation points is also the piece that will help differentiate you because no different than prospects, you need to differentiate yourself from the crowd.

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00:47:27.000 --> 00:47:34.170

Stephanie Bogan: And all of the other financial advisors out there and I've been doing this a long time. And here's what I can tell you even to this day. It's still not that hard.

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00:47:34.680 --> 00:47:47.220

Stephanie Bogan: Most advisors show up have lunch, say, hey, where are the clients, they're not willing to invest the time to develop that sort of team based approach and relationship. So let's talk about the actual steps.

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00:47:48.180 --> 00:47:56.040

Stephanie Bogan: That you can take to do that. So we've got the guidebook on deepening relationships with centers of influence. This is Tiffany's relationship building process.

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00:47:56.640 --> 00:48:03.270

Stephanie Bogan: Actually she got so many questions about the process and the first meeting that she just drafted it all up. I think one point earlier this year.

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00:48:03.630 --> 00:48:13.650

Stephanie Bogan: So Tiffany Do you want to talk to us about sort of the how and why you did this and then walk people through how to use it. And of course, right, you guys can create your own, but I think it's great to have

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00:48:14.010 --> 00:48:26.130

Stephanie Bogan: An agenda for that meeting and a frame for how you're going to go into that approach so that no different than a prospect meeting you get really good at it. And you can use your energy to engage in a meaningful interaction. So, Tiffany. Why don't you walk us through it.

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00:48:29.490 --> 00:48:41.400

Tiffany Charles: I was on mute. Um, yeah. So this was really built out of. I had a lot of advisors asking me what changed from when I was struggling and failing miserably and

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00:48:41.790 --> 00:48:49.500

Tiffany Charles: Just making a bunch of friends in the community and no business and how that shifted and I started making really stellar center of influence relationships.

391

00:48:49.830 --> 00:48:54.720

Tiffany Charles: And I kept telling the story. And I thought, you know what, I'm just going to write it out and share that instead

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00:48:55.020 --> 00:49:01.410

Tiffany Charles: And just really give it perspective. And so this is all set up for you guys. You can go in and have this I took

393

00:49:01.740 --> 00:49:16.320

Tiffany Charles: That process that you saw on that lead explorer deepen commitment. Like, this is what we do to actually get an identify center of influence and then get them to a place of relationship building that next phase and so

394

00:49:16.800 --> 00:49:25.440

Tiffany Charles: It gives you questions you can ask in the first meetings, it gives you scripts on if you feel really good about the relationship, how you set up the next meeting. It gives you scripts on

395

00:49:25.650 --> 00:49:31.860

Tiffany Charles: If you're not ready, or they're not the right person, or there's a tons of red flags, how to how to say no to that relationship.

396

00:49:32.700 --> 00:49:48.930

Tiffany Charles: In a really positive way. So it's really it's just been a tool that I am happy to help advisors form really great relationships. So it just walks you through that whole process first meeting second meeting third meeting, yes or no, how to move through and then how to go for that commitment.

397

00:49:50.760 --> 00:49:55.710

Stephanie Bogan: And again, there's different ways that you can structure the meeting, but what is Tiffany doing in this entire agenda.

398

00:50:00.480 --> 00:50:01.200

She's learning

399

00:50:02.700 --> 00:50:13.050

Stephanie Bogan: And when you ask people to talk about themselves. Studies show they tend to like it a lot. And through the process. What is she doing, she's validating

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00:50:13.590 --> 00:50:22.590

Stephanie Bogan: The kind of professionals, they are right there were professional were thoughtful known as shown up and had this kind of a structure or an agenda or a deep, meaningful conversation with you.

401

00:50:22.950 --> 00:50:34.230

Stephanie Bogan: And as they're sharing with her. What kinds of qualities they like what their clients are like she's able to, I bet you right we drop in with the video to those meetings. You see, Tiffany taking all that information. She goes,

402

00:50:34.620 --> 00:50:36.630

Stephanie Bogan: And weaving it into their story.

403

00:50:37.020 --> 00:50:46.950

Stephanie Bogan: Oh, you guys. We like clients that are successful and you know as to right we really find that our clients are successful, but they're just at a point where they need. They're looking for a lot more satisfaction from their success.

404

00:50:47.190 --> 00:50:51.390

Stephanie Bogan: Rates where they want trusted accounts like you. It's why they're looking for trusted advisors like us.

405

00:50:51.810 --> 00:50:59.940

seth streeter: Ground Stephanie, I'd love to add that, you know, most financial advisors haven't had anywhere near this level of practice, practice management guidance that you're getting from

406

00:51:00.180 --> 00:51:06.750

seth streeter: limitless. And the same is true for your CEO is like a lot of them are great practitioners at their craft of law or tax.

407

00:51:07.020 --> 00:51:11.190

seth streeter: But they're really not great at running their business from a practice management standpoint.

408

00:51:11.400 --> 00:51:19.230

seth streeter: So another way to add great value is to just share with them. Some of the ways that you've systematized your business the way that you're thinking about your practice.

409

00:51:19.410 --> 00:51:28.290

seth streeter: So that they could apply ways they could get referrals ways they could do. Time management ways they could get a more systematized touch point service model with their clients.

410

00:51:28.500 --> 00:51:35.940

seth streeter: I can't tell you how many times I've had meetings with CEO eyes, and I'm like, oh, so what do you do after you create an estate plan. What ways to keep in touch with clients, you've done estate plans in the past.

411

00:51:36.330 --> 00:51:39.150

seth streeter: Well you know I send them a newsletter and I give them a business card.

412

00:51:39.510 --> 00:51:45.210

seth streeter: Like, okay, well, have you thought about, you know, you've done. How many years you've been in practice how many state plans. Have you done. So you've done

413

00:51:45.480 --> 00:51:48.300

seth streeter: You know 3000 estate plans in the last five years.

414

00:51:48.570 --> 00:51:58.410

seth streeter: And you have all this goodwill from these families that you pride fully dive into so deep and create these carefully, you know, crafted plans for but you really hardly touch them after that point in time.

415

00:51:58.710 --> 00:52:04.290

seth streeter: You know, let's think about ways that you could touch them. In fact, I have some articles that might be great that you'd want to share with them. That would be

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00:52:04.680 --> 00:52:07.110

seth streeter: Helpful for them to start thinking about ways that they can

417

00:52:07.620 --> 00:52:13.140

seth streeter: Keep their legacy and tax for their families ways they get turned a two dimensional state plan into a three dimensional state fun

418

00:52:13.380 --> 00:52:24.210

seth streeter: Like you, we have articles on the subjects that then they share and they go, well, thank you. That was yeah that's helpful. I like that idea. So think about practice management tips. That's another fun way to kind of engage with the CEOs.

419

00:52:24.870 --> 00:52:29.580

Stephanie Bogan: Yeah, I think we talked about this a number of our limitless advisor because to to you.

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00:52:29.970 --> 00:52:38.820

Stephanie Bogan: You know, I think a number of you sit here and there's a high possibility that you're thinking oh way. I can't do that. Or hey everybody else is already doing that or hey, that she's

421

00:52:39.210 --> 00:52:46.860

Stephanie Bogan: They're not like I when I say to that you guys are in the right that the 1% of advisors who do the kind of work that you do that are planning focus that care of the way that you do.

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00:52:47.310 --> 00:52:51.840

Stephanie Bogan: Right, that are focused on being a fiduciary and serving your clients interest, whether you have the title or not.

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00:52:52.380 --> 00:52:59.850

Stephanie Bogan: That's the great minority. So when you show up as an advisor and, you know, this kind of a conversation. Right. And again, you can tailor it to you.

424

00:53:00.480 --> 00:53:08.850

Stephanie Bogan: That's going to be new to them. And then when you follow up on it. And as you've heard us say over and over again as I predicted. Right. It's all about delivering massive value.

425

00:53:09.480 --> 00:53:14.850

Stephanie Bogan: It's always about looking for those opportunities to see the relationship deliver a home.

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00:53:15.570 --> 00:53:23.820

Stephanie Bogan: Of the curve because that's what builds the trust equity, the more that you're engaging looking for opportunities to help and add value. There's a lot of brain research that actually shows

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00:53:24.090 --> 00:53:39.870

Stephanie Bogan: That when you do something nice for me for people. The brain naturally is feeling like it needs to do something nice and return. So what you've also heard Seth talk about we'll talk more about this as it relates to the overarching process is that there's always a next step.

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00:53:41.250 --> 00:53:49.620

Stephanie Bogan: Like this was like a concept that I started using literally the probably the first concept they ever came up with, which was you never leave an interaction without a next step, ever.

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00:53:50.280 --> 00:53:56.160

Stephanie Bogan: That interaction might be like, great. It's been so good to catch up. Would it be okay if I reached out in a couple of months just to check in and see

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00:53:56.520 --> 00:54:03.630

Stephanie Bogan: If there's been any changes about X, Y, or Z or hey, I've got a great article about that, that I just read, I'd love to shoot it over to you. Okay.

431

00:54:05.250 --> 00:54:12.660

Stephanie Bogan: You're always looking for an opportunity to keep the momentum of the relationship going so that you can create those opportunities to deliver value.

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00:54:13.290 --> 00:54:25.920

Stephanie Bogan: And as Tiffany said, and I think says will echo this you don't need 57 centers of influence to build your seven figure practice if you can build a million dollar practice on five to seven really good to see you guys. I've done it.

433

00:54:26.430 --> 00:54:35.010

Stephanie Bogan: Dozens of times, Tiffany. I remember the spreadsheet right when they were like, what's our marketing strategy, like, well, we have all these CEOs. I think we should actually do something with them.

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00:54:35.490 --> 00:54:41.670

Stephanie Bogan: And it was like, here's the plan. You each get in here. The steps, right, the same stuff that I'm working you guys through and it was

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00:54:41.970 --> 00:54:48.210

Stephanie Bogan: Our goal is for five. Like, that's our goal. Five CEOs who refer three to five people a year at our target client.

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00:54:48.660 --> 00:54:55.500

Stephanie Bogan: And we're golden. Like we get that momentum going. And that's just a nice steady stream and it becomes a very scalable way to grow.

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00:54:55.800 --> 00:54:59.370

Stephanie Bogan: Then we can then use a lot of our time right to go do other things. So

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00:54:59.580 --> 00:55:08.040

Stephanie Bogan: Tiffany Do you want to talk a little bit about your experience. I mean, I know that I say it, but I think when they hear it from you in the trenches, it sort of helps echo that they're not. They don't have to save the world here.

439

00:55:08.670 --> 00:55:19.770

Tiffany Charles: Yeah, I actually, I, the more I've just got into it. I'm like, you actually can't have 50 really good relationships like when you have to manage the five to seven that are referring really well and a five or seven. So for us, like

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00:55:20.310 --> 00:55:32.070

Tiffany Charles: A really ideal COI is referring three qualified clients a year. So if we have five people referring three qualified clients a year. That's 15 potential if we're closing 70% of that.

441

00:55:32.280 --> 00:55:41.670

Tiffany Charles: You know, at \$30,000 a minimum of fee. I mean, that's a, that's a, that's a very wildly successful you know way that we go into COI so

442

00:55:42.330 --> 00:55:49.560

Tiffany Charles: It took you know just took a moment to get real intentional and purposeful on this and and work through it. I, I feel like I just did what

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00:55:50.430 --> 00:55:55.560

Tiffany Charles: What I was told to do. I got my natural market list. So I had those hundred people and I was running out and seeing them and

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00:55:55.740 --> 00:56:02.610

Tiffany Charles: It was like, get in front as many people as you can. You know what you should do. You should have 10 CEOs and meet you know a week and I'm going to go and do that. And guess what I was doing.

445

00:56:02.910 --> 00:56:14.760

Tiffany Charles: I was going and having coffee and sitting there. And then the last five minutes we're as we're all both standing up because neither one of us knows how to actually engage in this meaningful relationship with business at the forefront of it.

446

00:56:15.180 --> 00:56:23.520

Tiffany Charles: I was like, oh, we should do this again and we should totally do business. You want to her. I'll refer cool and then I go and set another task. Six months later to repeat the same thing.

447

00:56:23.730 --> 00:56:31.440

Tiffany Charles: And I was getting no results. And I was just getting really tired of it. Um, and so just coming up with that system and going through it with stuff.

448

00:56:31.980 --> 00:56:41.370

Tiffany Charles: Coming over some of the mindset stuff that comes up with that right like fear of failure. I'm not good enough. I'm really bad at sales these people, you know, like and hoping that they just

449

00:56:42.120 --> 00:56:43.140

Stephanie Bogan: Go eyes are taken.

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00:56:43.740 --> 00:56:45.270

Tiffany Charles: All of all of them are take

451

00:56:45.810 --> 00:56:46.770

Stephanie Bogan: Yours are taking

452

00:56:46.830 --> 00:56:57.990

Tiffany Charles: Yeah, like I mean all of it. Yeah, like and and and those are things to you know like know your crowd. Know your people on you know what wasn't working for me going into these places with a bunch of 60 year old men.

453

00:56:58.590 --> 00:57:07.530

Tiffany Charles: Like and try they've had these developed practices. They're on the back nine they're in a lifestyle mode. You know what they were not my SEO wise and I had to get into a place of

454

00:57:07.770 --> 00:57:19.860

Tiffany Charles: Really understanding who I was what I was looking for what we were looking for in clients and finding a place that I felt authentic and real and can drive a meaningful relationship. And this is what that process brought to me.

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00:57:21.210 --> 00:57:25.050

Stephanie Bogan: And then you follow the process. So we've talked a lot about this, but I want to give

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00:57:25.320 --> 00:57:36.750

Stephanie Bogan: Seth and Tiffany and I some chance to dive into some of the specific strategies for each of these in the next 30 minutes. So if you've got questions, feel free to drop them in the chat or the slide. Oh, I didn't see any come in. But I think we've answered the video.

457

00:57:37.020 --> 00:57:37.200

Tiffany Charles: Game.

458

00:57:37.230 --> 00:57:51.450

Stephanie Bogan: If you guys see him come in, let me know. One, the easiest thing that you can do is you all have at least some clients go to the intake form and list out every center of influence on that list. That's your warm list that's enough to get you going.

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00:57:52.470 --> 00:58:00.870

Stephanie Bogan: Now outside of that you can go on to Google, right. Hey, you can go to the like every networking opportunity right the CPA Council, the estate planning council.

460
00:58:01.170 --> 00:58:08.310
Stephanie Bogan: Right. Your job is to figure out who's in that list of 25 to 50 or 100 like you're trying to build a mailing list no different than your clients.

461
00:58:09.120 --> 00:58:13.500
Stephanie Bogan: And then you want to build that list and continue to add to it and then follow those processes.

462
00:58:14.040 --> 00:58:19.410
Stephanie Bogan: For those leads that are warm, you simply can reach them out. I think there's a script in the letter in the

463
00:58:20.070 --> 00:58:24.810
Stephanie Bogan: In the resources and you're basically going to reach out and let them know that you have a mutual client.

464
00:58:25.320 --> 00:58:32.070
Stephanie Bogan: And in this case, right. As we look at Kovac. You can use that as a bridge right as we really go work really closely with each of our clients.

465
00:58:32.340 --> 00:58:37.140
Stephanie Bogan: As you work through covered. We want to make sure that we're reaching out and working with each member of their team. I'd love to sit down.

466
00:58:37.470 --> 00:58:46.530
Stephanie Bogan: And talk with you or you know video coffee with you, right, try to make it personal. If you can't even do a video coffee one morning and you're just looking for the opportunity to make the connection.

467
00:58:47.460 --> 00:58:52.920
Stephanie Bogan: And then from there you follow the process so it doesn't share that because they don't want you to feel like

468
00:58:53.550 --> 00:59:03.480
Stephanie Bogan: It's this huge overwhelming tasks. If you have three CEOs on your list that's three CL eyes and from there you can and I miss Tiffany or Seth, one of you the other day and I thought it was a great point.

469
00:59:03.990 --> 00:59:12.720
Stephanie Bogan: Was talking about asking them who they work with and then asking for introductions, like, Hey, do you have a great attorney that you work with. Do you have a great mortgage broker that you work with.

470
00:59:13.260 --> 00:59:27.210
Stephanie Bogan: And Seth and I want you both to speak to this point, especially, it doesn't just have to be the traditional CPA and the attorneys right there's a long list of people that it can be, I think, Seth, put some of that in Tiffany Did in the chat. You guys want to talk to that a little bit.

471
00:59:27.930 --> 00:59:38.550
seth streeter: Yeah, I just put in the chat a number of different CEOs that are out there, some of my largest clients have come from psychologists, especially right now with covert psychologists and therapists are so busy.

472

00:59:39.300 --> 00:59:52.500

seth streeter: And people have a lot of words on their minds but money is one of the top ones. And so when you have a COI who's a therapist and they know you're really going to be consultative and caring and want to really help their, their patients.

473

00:59:53.280 --> 00:59:56.850

seth streeter: They can be incredible centers of influence. So I find that

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00:59:57.270 --> 01:00:05.130

seth streeter: Sometimes networking with kind of the purple cow right the non black or white cow. The, the rare one on the hill. That's like, Oh, I never thought of a

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01:00:05.430 --> 01:00:14.160

seth streeter: You know a person who's a boat broker to be a good COI but think about your relationships and think about your passions, you know, if you're into horses. If you're into sailing.

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01:00:14.400 --> 01:00:23.160

seth streeter: Whatever your passions are there's probably going to be people there who are influencers that you could connect with. I've been working with someone who is a kind of fitness.

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01:00:24.090 --> 01:00:31.230

seth streeter: Experts and she has a nice following. And so I started talking to her about wealth and health and how there's this combination between wealth and health.

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01:00:31.500 --> 01:00:40.980

seth streeter: And she really loves it. So she's now referred me to a number of her what a health clients who actually need wealth management services. So I would just say, think outside the box and be creative.

479

01:00:41.310 --> 01:00:52.290

seth streeter: And you want to relate to see allies that you really connect to around the shared kind of affinity interests. And if you do that, then you're going to find the bond is going to be authentic and the referrals will start to flow.

480

01:00:53.220 --> 01:00:53.730

Yeah.

481

01:00:54.930 --> 01:00:58.320

Stephanie Bogan: Jeff, I just want to say, quick. For those of you that have a focus or a niche.

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01:00:58.680 --> 01:01:09.930

Stephanie Bogan: There are other CPS and referral sources that focus there too so going out and finding this the attorneys or the CPA or the coaches that focus on those types of clients is also a really good way to build that network up

483

01:01:10.830 --> 01:01:19.050

Tiffany Charles: Yeah, and I feel like again this goes into the exchange of value conversation. So I have one. She was the first female gm of a golf Country Club in Colorado.

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01:01:19.380 --> 01:01:25.740

Tiffany Charles: And I am really passionate about women's advancement love uplifting OTHER WOMEN BUSINESS OWNERS especially

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01:01:26.610 --> 01:01:30.240

Tiffany Charles: Ones that are in male dominated places. And so it's really

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01:01:30.420 --> 01:01:38.730

Tiffany Charles: It was really exciting. So I talked to her. And I was like, Wow, so you're enrolling people at a country club or you know where it takes quite a bit from a family perspective.

487

01:01:38.910 --> 01:01:44.790

Tiffany Charles: And interesting enough women are actually driving a lot of those decisions. Right. And so we're having a big conversation.

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01:01:45.060 --> 01:01:51.960

Tiffany Charles: Around how that shifting how that's changing what that looks like. We're both running, he's running these firms. So we're meeting at a level of like

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01:01:52.200 --> 01:01:55.770

Tiffany Charles: We're both trying to do similar things and advancement. We're both in roles that are

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01:01:56.040 --> 01:01:58.590

Tiffany Charles: Highly have been highly in male dominated industries.

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01:01:58.800 --> 01:02:08.760

Tiffany Charles: And we both have a pipeline of potential clients for one another. And so it was just like we have three connecting points that we're both really passionate about would never have thought about a COI from a country club.

492

01:02:09.000 --> 01:02:18.630

Tiffany Charles: But think about that as like an opportunity for exactly our ideal client. So it's just I think you know the industry for a long time was CPS and estate planning attorneys and

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01:02:18.930 --> 01:02:24.270

Tiffany Charles: People racking their brain on it. What does that look like. And again, you're looking for five to seven.

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01:02:24.720 --> 01:02:31.350

Tiffany Charles: Advocates of you who know who you are, who understand who your clients are and vice versa, that you can give

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01:02:31.560 --> 01:02:41.460

Tiffany Charles: And give back to them in really big ways and it feels really good. And that's what that relationship looks like. So you may I think CPS and attorneys makes sense because client experience.

496

01:02:42.630 --> 01:02:45.270

Tiffany Charles: You're always going to need that to deliver but

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01:02:45.840 --> 01:02:58.350

Tiffany Charles: You may think about those relationships differently to where you're not looking to them as influencers you're looking at them from a client experience standpoint and then you're looking at five others for the influence. I mean there's just so many ways to hack this

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01:02:59.310 --> 01:03:09.570

Stephanie Bogan: And once you start to deliver the value and you've heard a lot of instances of that it tells their brain that you're there to serve not to sell, right, which is how that barrier goes down and they warm up to the idea of

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01:03:09.840 --> 01:03:17.190

Stephanie Bogan: hearing what you have to say and starting to look for ID opportunities to to work with you. So we've got some questions as we go through this all I'll ask them.

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01:03:17.730 --> 01:03:29.460

Stephanie Bogan: Pam. This one I think we'll start with you. Tiff and then Seth, if you've got anything to add, Pam wants to know when you develop the COI relationship with the firm, who do you reach out with first to start building the relationship. It's great question and

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01:03:29.700 --> 01:03:34.560

seth streeter: My answer to that is I start with the connection through my client. So typically, it's the

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01:03:34.560 --> 01:03:45.540

seth streeter: CPA, the attorney, the therapist of a client of ours, so I will go to that actual provider if I'm trying to go blank to affirm that I know would be a great align firm. I usually reach out to the partners.

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01:03:46.050 --> 01:03:52.740

seth streeter: One of the partners and I kind of consent, who the more business development partner is I typically know I've seen them in the community so

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01:03:53.130 --> 01:04:05.550

seth streeter: Find the person who's kind of more outbound focus the person who's you know either managing partner or business development role and they're going to be the ones most open to initially cultivating partnerships. That's how I would start

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01:04:06.930 --> 01:04:21.030

Tiffany Charles: Yep, I'm the I'm the same with larger firms. There's most likely some sort of business development role or managing partners that are filling that role. And then in the smaller firms, you're looking for just more of a lead position and asking for that time.

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01:04:21.870 --> 01:04:30.870

Stephanie Bogan: Yeah, and there I think there's more scripts in the guidebook and these some of these examples talk right so you can always do that. Right, I'm in the area. I'm looking to expand my team of see wise.

507

01:04:31.140 --> 01:04:44.640

Stephanie Bogan: I'd be happy to pay for an hour of your time. That alone will differentiate you like that alone, you simply don't have to do that. Right. That is one way to do it, which is you can also again go back to that list and do the approach, which is I'm right looking to build out a team of

508

01:04:46.410 --> 01:04:49.800

Stephanie Bogan: Professionals accounts, etc. That I can refer clients to do

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01:04:50.490 --> 01:04:58.830

Stephanie Bogan: You know, we're looking to build case studies. So you're just looking for for a hook to create the conversation so that you can then have the opportunity to apply.

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01:04:59.220 --> 01:05:07.440

Stephanie Bogan: Everything else that you're hearing here. So these are some great scripts to get you started. There's some more in the guidebook is just about coming up with a couple of things. What's your agenda.

511

01:05:07.680 --> 01:05:13.890

Stephanie Bogan: What's your process. What's that first conversation script to get you started, so that you can, you know, begin the process.

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01:05:14.670 --> 01:05:21.150

seth streeter: Stephanie. I see a question here from anonymous to attorney at the same firm have referred clients to us.

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01:05:21.360 --> 01:05:28.320

seth streeter: When our clients want to referral. Should we give both attorneys names and let the client choose like that's a great question. And that really goes back to

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01:05:28.530 --> 01:05:41.100

seth streeter: My statement of trying to get connected to the whole firm and our positioning with a COI at a firm is hey, we want to make sure we give you your best fit clients who do you work with best, you know, is it younger women, is it

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01:05:41.430 --> 01:05:53.160

seth streeter: Business owners. Is it, you know, who's your ideal fit. And so we can then lean when we have a client that comes to us. And let's say we don't know who has a specialty, you can reach out to your multiple contacts at the firm. Hey,

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01:05:53.460 --> 01:05:58.020

seth streeter: John and Julie. I want you to know that have a client that I would like to refer to your firm.

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01:05:58.230 --> 01:06:05.310

seth streeter: I want to make sure I get the best fit so happy. It kind of put it on them. And what that does is that usually makes them have to really discern

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01:06:05.520 --> 01:06:14.880

seth streeter: Who has this who's the best fit to this person if they both say oh, I'd be the best fit well then you can refer to both and tell your client, hey, I want to make sure you find a personality that meshes best with you.

519

01:06:15.120 --> 01:06:20.820

seth streeter: Typically we always give at least two if not three referrals when someone is asking for a referral and that's

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01:06:21.210 --> 01:06:26.400

seth streeter: Great on a number of levels. A it reduces your liability if something were to go wrong, be it gives you

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01:06:26.910 --> 01:06:40.050

seth streeter: Exposure to a broader base and they give get to share your goodwill with three instead of just one. And then finally, your clients get to actually pick the one that kind of resonates at the relate to the best

522

01:06:40.860 --> 01:06:47.850

Stephanie Bogan: And for those of you that have someone that you really want you have that very close relationship with but you do feel like you can should

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01:06:48.180 --> 01:06:53.430

Stephanie Bogan: For for liability reasons do want to give other names. Then you put your preferred name at the top of the list.

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01:06:53.790 --> 01:06:57.690

Stephanie Bogan: And you simply teed up the here's some here's some advisors that you can talk with

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01:06:58.050 --> 01:07:04.770

Stephanie Bogan: I've worked closely with says with a number of clients, but I know that not everyone's offense. So there are a couple of other advisors on there, you might want to talk to to see

526

01:07:05.280 --> 01:07:06.930

Stephanie Bogan: To talk to someone to see who's a fit for you.

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01:07:07.350 --> 01:07:17.070

Stephanie Bogan: What I always did when I was working with centers of influence was I always trained them and I mean that in a good way. Right, use your powers for good instead of evil. I always train them.

528

01:07:17.430 --> 01:07:19.950

Stephanie Bogan: On how to do the things I knew they got stuck doing

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01:07:20.400 --> 01:07:26.670

Stephanie Bogan: Like, how are they going to introduce me. I knew that they would think about names and then they would just get too busy. So I would say, Hey, I know.

530

01:07:26.910 --> 01:07:31.110

Stephanie Bogan: Right. And one of our meetings are actually, I know you're going to get busy. There's some clients little past your desk.

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01:07:31.380 --> 01:07:39.870

Stephanie Bogan: If you think of them, feel free to write their name down. I'll just check in with you in a couple of weeks. Like, I'm always looking for that next step or the ways to create that opportunity.

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01:07:40.740 --> 01:07:43.860

Stephanie Bogan: I would say things like, you know, when you refer someone

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01:07:44.430 --> 01:07:54.630

Stephanie Bogan: The odds are that like a lot of people, they're going to get busy and well it might be important when they're sitting in your office, it might not be the top. You know the thing at the top of their to do list in terms of things they get excited about in the morning.

534

01:07:55.260 --> 01:08:03.360

Stephanie Bogan: So thanks for referring dismiss. Would it be okay if I follow it up with you in a couple of weeks. If we haven't heard from them yet, because I want to make sure that we can at least get them some information.

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01:08:03.630 --> 01:08:10.320

Stephanie Bogan: To get them started on understanding if financial planning is something that might be right for them, right, like you're always looking for that next step.

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01:08:11.400 --> 01:08:16.170

Stephanie Bogan: So there's a lot of resources here as you can see, we're not going to go through them, but I just want you understand there's

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01:08:16.530 --> 01:08:23.220

Stephanie Bogan: A whole page on building your referral messaging Tiffany shared some of the resources they use to track you got the five star referral log

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01:08:23.730 --> 01:08:34.800

Stephanie Bogan: Obviously the script. So you really do have everything you need to think about what the steps are how you're going to make your approach building out the scraps and building that relationship over time.

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01:08:35.850 --> 01:08:40.500

Stephanie Bogan: Step four is the meeting. Right. It's about how you ask for it. We've talked a bit about that.

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01:08:41.070 --> 01:08:54.750

Stephanie Bogan: But I'll Tiffany or says, Do you guys have anything you want to add in terms of the actual meeting, how you engage in that meeting, how you get the next meeting challenges or objections guys have any questions about that drop those in the the slideshow as well.

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01:08:56.940 --> 01:08:59.430

Tiffany Charles: See that, did you want to start

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01:08:59.640 --> 01:09:00.480

seth streeter: Before, Tiffany.

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01:09:00.570 --> 01:09:07.710

Tiffany Charles: Okay. So asking for the center of influence relationship or for the meeting. So, you know, I don't

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01:09:09.360 --> 01:09:16.950

Tiffany Charles: It's not just about like asking for time, right, like you're adding value like there's nothing worse than just like somebody showing up in your email or your phone or your LinkedIn. I mean, like,

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01:09:17.130 --> 01:09:27.870

Tiffany Charles: Hey, I would really love just to take you out and you're like, well, like what, like, you know, add some juice to it. So I, I mean, when I when I was starting off in building my center of influence relationships. I really just started

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01:09:28.770 --> 01:09:37.920

Tiffany Charles: If there was somebody in common. Always the somebody in common. So like I tried really hard to either have somebody introduced us, which is why that question of like

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01:09:38.250 --> 01:09:45.540

Tiffany Charles: Hey, when I'm asked when I'm in front of center of influence. Like, who are your two best professional partners. And why would you be willing to introduce me

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01:09:46.170 --> 01:09:48.780

Tiffany Charles: That's already a fast track ticket to the meeting.

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01:09:49.230 --> 01:09:58.680

Tiffany Charles: Be like, oh, like, hey, really love them. They exist. I'd really great things about you. Here's a few things that I would love to, like, take you out and pick your brain on so pick your brain research.

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01:09:58.890 --> 01:10:12.120

Tiffany Charles: I would like to get to know this about you again asking everything about them is big. People want to share their expertise. They want to talk about themselves. So if you can go in with a few things in which you're asking them like

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01:10:12.420 --> 01:10:20.250

Tiffany Charles: Oh, this person mentioned this about you. I would really love to learn more about that. Would you be willing, would you be willing to let me take you for a cup of coffee, or like

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01:10:20.520 --> 01:10:29.850

Tiffany Charles: A PHONE CALL if it's somebody you know it's going to be really hard to get in front of and then on that phone call, you can get to the meeting. So that's how I approach, all of them.

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01:10:31.080 --> 01:10:38.970

Stephanie Bogan: One thing I wanted here, which is really funny is if you notice, Tiffany was like, hey, I want to pick your brain and then test sets in the chat, saying, hey, never say I want to pick your brain.

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01:10:39.690 --> 01:10:44.370

Stephanie Bogan: context is everything here, which is why I say there's never ever one way

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01:10:44.820 --> 01:10:51.600

Stephanie Bogan: And that's because when Tiffany if you caught it when she's saying, I can pick your brain, she's talking about a very specific set

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01:10:51.960 --> 01:10:57.540

Stephanie Bogan: She's not saying, okay, I'd like to get to know you, we've never met before. I'd like to get together and pick your brain want want want

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01:10:58.080 --> 01:11:08.310

Stephanie Bogan: It's Hey, I've got a client, they have this specific situation. I really appreciate your expertise. Can we get together. Well, I pick your brain with that saying, Is your valued expert and it validates them.

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01:11:08.580 --> 01:11:15.180

Stephanie Bogan: using it as a mushy. Mushy nearly like soft way to make an approach because you don't know how has the right off the effect

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01:11:15.420 --> 01:11:24.960

Stephanie Bogan: So I want to clarify that, because I don't want the fact that they said the same thing in different like completely opposite ways to confuse you. They're both right. It's the use case that determines the difference

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01:11:25.950 --> 01:11:30.780

seth streeter: Yeah, I think it's just being specific. And again, when you approach the COI from a place of look

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01:11:31.080 --> 01:11:38.670

seth streeter: In, you first need to do your research like know who they work with know what they're known for like research them online and on LinkedIn.

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01:11:39.000 --> 01:11:43.620

seth streeter: I always get LinkedIn first so they know there's credibility. So I've already been validated. If they don't know who I am.

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01:11:43.980 --> 01:11:50.250

seth streeter: And then I'll specifically say, you know, hey, in maybe it's a voicemail initially, but hey, you know, Steve.

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01:11:51.150 --> 01:11:57.390

seth streeter: Appreciate you know that you've been a professional in town for a number of years and that you focus on working with independent women.

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01:11:57.630 --> 01:12:03.600

seth streeter: who've gone through divorces and kind of helping them kind of craft post divorce is something that my firm is specialized in

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01:12:04.110 --> 01:12:12.510

seth streeter: We've also worked as expert witnesses, we have multiple certified divorce financial analysts, you know, on our staff and and I would love to talk to you specifically about

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01:12:12.840 --> 01:12:18.990

seth streeter: How you might be a resource for these women that are coming into our firm that are really looking for some guidance.

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01:12:19.440 --> 01:12:26.130

seth streeter: That is both heart based and strategic and I feel like you seem to be a person who has kind of that rare combination

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01:12:26.430 --> 01:12:36.030

seth streeter: And would love to talk a little bit further about how we might partner so I might like do a little bit of research, make it very personalized and let them know. I want to be able to provide clients to them.

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01:12:36.300 --> 01:12:38.610

seth streeter: And I want to be able to work with them on this very

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01:12:38.790 --> 01:12:47.400

seth streeter: Specific client type that I know that they have a specialization and they're going to take that call, and they're going to want to meet with you because you've done your homework. You've spoken very specifically to them.

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01:12:47.640 --> 01:12:57.060

seth streeter: And then what's the possible success outcome. The Success. Success outcome is hey, you're going to build a bring them more ideal fit clients because you've already done enough research to know who they want to work with.

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01:12:57.270 --> 01:13:01.590

seth streeter: And in doing so, they're going to give you a potential ideal fit clients as well.

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01:13:02.670 --> 01:13:13.140

Stephanie Bogan: And the other thing I need one add here is just make sure you're opening the black box both Seth and Tiffany explain their process to the center of influence, not in a let me throw up my process all over you, but in a

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01:13:13.440 --> 01:13:17.190

Stephanie Bogan: Hey, when we work with clients like this because it's important that you understand

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01:13:17.460 --> 01:13:22.950

Stephanie Bogan: The work that we're doing so that we can collaborate and really make sure that our work is integrated, I'd like to walk. Let me walk you through the process that I

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01:13:23.190 --> 01:13:28.620

Stephanie Bogan: For those of you that have current clients, you're reaching out about I'd love to walk you through the process that I took mark and Susan through

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01:13:28.920 --> 01:13:34.800

Stephanie Bogan: When we did our work together and get your feedback on where we are right and so you're creating an opportunity for that conversation.

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01:13:35.220 --> 01:13:41.730

Stephanie Bogan: And they're sending you don't want them sending people into the unknown. You want that their brain to know what's going to happen when they send them because

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01:13:42.240 --> 01:13:51.720

Stephanie Bogan: For centers of excellence. It's the greatest act of trust that they can possibly bestow on you is to send a referral, in particular, CPA who tend to be very guarded and

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01:13:51.960 --> 01:14:04.260

Stephanie Bogan: Need to have a high trust equity score in order to make that referral. So the summary of all of this is in that. Step five. Or the meeting, you're going to tell your story right that we see here and understand their needs and client needs.

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01:14:04.560 --> 01:14:08.370

Stephanie Bogan: Right, we understand that when you're working with clients you want to work with an advisory team who

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01:14:08.610 --> 01:14:14.040

Stephanie Bogan: Takes a team approach. Let me show you how we do that. Right, we're going to call you. Here we're going to reach out to you about these kind of issues.

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01:14:14.310 --> 01:14:18.420

Stephanie Bogan: We do an annual advisory board meeting with our top clients and their team of advisors.

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01:14:18.750 --> 01:14:29.070

Stephanie Bogan: Right. You're literally going to make sure that you tell the story and then show them to your house. So we have these people. I can do this for you. We talk about these things constantly reinforcing that good story.

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01:14:29.520 --> 01:14:34.590

Stephanie Bogan: And then you're establishing yourself as a resource and always looking to add those opportunities.

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01:14:34.950 --> 01:14:40.740

Stephanie Bogan: When you're having that first meeting. Hey, I've been wanting to write an eye, I would literally when I would go into the meeting. Make sure I had

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01:14:41.040 --> 01:14:50.100

Stephanie Bogan: Follow ups in the queue, if I needed them. I would have an article that might be relevant. I would have a workshop idea in the back of my head. And somewhere in that meeting, I would slide in.

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01:14:50.700 --> 01:14:56.850

Stephanie Bogan: Hey, I've been really wanting to write an article about the impact of, you know, taking early retirement on

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01:14:57.090 --> 01:15:00.870

Stephanie Bogan: You know, it would be great. Could I interview for that or hey, we've been working on a case study.

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01:15:01.080 --> 01:15:10.650

Stephanie Bogan: For a lot of STEM professionals and, you know, can I, you know, come, come. Can I come into the office to sit down with you and get kind of your perspective on how this is happening from a tax treatment perspective.

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01:15:11.130 --> 01:15:17.070

Stephanie Bogan: Right, you can always find that little way. So in Tiffany's process she does, right, getting to know you in the meeting one

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01:15:17.340 --> 01:15:28.320

Stephanie Bogan: Sharing the client experience in meeting to and asking for that commitment and meeting three you can go through that same process without telling them in the beginning, right, for those of you that are really starting to get your legs here.

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01:15:28.770 --> 01:15:36.720

Stephanie Bogan: It's about engaging the relationship and understanding. It is a multi step process and not going to read this. These are a lot of the examples that

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01:15:37.260 --> 01:15:43.410

Stephanie Bogan: That says share but we do have some a couple more questions. I want to make sure we get two paths got a really specific, but I think a good one.

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01:15:44.190 --> 01:15:51.630

Stephanie Bogan: Do you ever get a negative reaction from estate planning lawyers that your balance sheet and client preparation reduce their time and billable payment.

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01:15:52.950 --> 01:16:00.060

seth streeter: I just posted the answer into the chat, and the answer. Pat is no I haven't had that you know estate planning attorneys.

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01:16:00.540 --> 01:16:09.420

seth streeter: Appreciate the organization by them, you know, they typically would rather spend their time on deeper discovery questions and on strategy and planning.

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01:16:09.720 --> 01:16:15.150
seth streeter: And rather than being detective trying to find all the accounts that you know clients don't know where they are.

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01:16:15.270 --> 01:16:25.680
seth streeter: So I find that they really appreciate it, because it allows them to focus on their expertise of kind of planning and strategy, instead of just like, oh, I have this old trough account. I think I have an IRA. With my own you know like

601
01:16:26.010 --> 01:16:32.040
seth streeter: That they'd rather not do that anyway. So if you can take that away and allow them to do what they do best. They typically appreciate it.

602
01:16:32.550 --> 01:16:41.880
Tiffany Charles: Yeah, we've had the same experience. And for us it's really a wow factor. So we've gotten a lot of wow, like this is a differentiator from other advisors that we've gotten this way and

603
01:16:42.630 --> 01:16:54.990
Tiffany Charles: It's, it's actually presented more opportunities. So I'm with that. And I would say if that ever did come up, it would be a flag for me on how collaboration works with that that COI and I would want to explore that and get curious about it.

604
01:16:55.500 --> 01:16:55.950
Stephanie Bogan: And yeah.

605
01:16:56.850 --> 01:17:04.770
seth streeter: I would just, I'm sorry. STEPHANIE. I just wanted to share that when you're talking to those estate planning attorneys. You can also kind of use that as an opportunity to get referrals and just say,

606
01:17:04.950 --> 01:17:11.520
seth streeter: You know, for the other advisors that you work with when they do their annual estate planning review with you with with your mutual clients.

607
01:17:11.700 --> 01:17:21.060
seth streeter: Do you find that that that when they provide you with the balance sheet that that's a helpful part of the process, you can actually bring it up in a way because I tell you what their other advisors are not doing that.

608
01:17:21.300 --> 01:17:31.770
seth streeter: Are most likely they're not doing that. So they might go, No. Actually, you're the only one who's been doing that for us. Oh, interesting. Well, hey, if you have other clients do you think could benefit from an integrated approach like we have with these 10 clients.

609
01:17:32.010 --> 01:17:33.870
seth streeter: I would, would be happy to work with some of them.

610
01:17:34.800 --> 01:17:41.850
Stephanie Bogan: And honestly, pat my response to that. And this is just a gut level reaction. But if that's what your estate planning person is saying to you, they are

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01:17:42.330 --> 01:17:50.550

Stephanie Bogan: It sounds like they're more concerned about billing hours to the client than right serving the clients need in the best possible way. And to me, every

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01:17:50.820 --> 01:17:58.890

Stephanie Bogan: Every challenge or every problem is an opportunity to get clarity around whatever that conversation is to says point when I when I worked in the practice.

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01:17:59.370 --> 01:18:10.380

Stephanie Bogan: And we would do those client advisory board meetings. Right. We'd sit down and we'd be collaborating around what ideas came up in it and I was always, I say this again, looking for ways to articulate the value for them.

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01:18:10.650 --> 01:18:20.040

Stephanie Bogan: Hey, if we do an M crack. It's going to mean that we're going to need this and this and this every year from an accounting perspective and right if we're doing islets, right, the attorney is going to have to do this. Every July.

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01:18:20.820 --> 01:18:26.250

Stephanie Bogan: And I would literally be like, here's the work you're going to do. Here's the work we're going to do. Here's the work you're going to do.

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01:18:26.520 --> 01:18:37.350

Stephanie Bogan: And in that instant everybody was on board with whatever the work was but that came from. There's ongoing collaborations and then when they would do work. Guess what I taught them to do by the model.

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01:18:37.860 --> 01:18:47.550

Stephanie Bogan: When they were doing their work, they would think about right. The planning part of it or they stayed planning part of it. And it literally then became a collaboration. Now you don't do that with every client, right, we would do that for

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01:18:48.000 --> 01:18:51.180

Stephanie Bogan: For our top tier clients, but there's a lot of opportunities to create

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01:18:51.990 --> 01:19:00.120

Stephanie Bogan: To create those collaborations. So what you're hearing us talk about is one. It's all about the people. It's a team approach. No different than prospects, you're looking for.

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01:19:00.480 --> 01:19:06.750

Stephanie Bogan: The just right centers of influence. You don't need all of them, you need. You don't even need 100 you need five to seven.

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01:19:07.230 --> 01:19:15.810

Stephanie Bogan: And it's not hard with the approach to build up to six 810 or 12 who really can build a steady stream of clients, but if you focus first pat on

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01:19:16.110 --> 01:19:23.820

Stephanie Bogan: I'm looking for people who are truly affect who irrespective of the fact that we're all going to make money really do want to do great work for the clients and how many hours they bill.

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01:19:24.060 --> 01:19:29.880

Stephanie Bogan: Is not going to be the first and only consideration, like maybe that's not an attorney that I'm going to do my best work with

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01:19:30.240 --> 01:19:43.140

Stephanie Bogan: So that's the process that you're going through is you're no different than a prospect you're interviewing them the same way that they're interviewing you and your job is to show them how different you are by actually follow them through on that.

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01:19:44.220 --> 01:19:52.410

Stephanie Bogan: On the ongoing basis. All these processes all these ideas are basically delivering on this concept which is surprise delight and support.

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01:19:52.980 --> 01:19:59.070

Stephanie Bogan: How many ideas like if we go back to the transcripts. There's 27 ideas in here about tax time treats and call them here and

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01:19:59.340 --> 01:20:11.400

Stephanie Bogan: Say this thing in this meeting and write an article or help them like there are so many ways that if you just take the time to think about them and their situation. What's that center of influence dealing with what kinds of things have come up

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01:20:12.570 --> 01:20:14.850

Stephanie Bogan: When I'm Tiffany's principles in her old firm.

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01:20:15.480 --> 01:20:25.170

Stephanie Bogan: Literally went out and created her own networking groups with other women who ran those firms like she just created that space. So there's no shortage number of our advisors have networking groups around the practice management stuff.

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01:20:25.530 --> 01:20:28.020

Stephanie Bogan: Because in those lunches and meetings, guess what comes up.

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01:20:28.950 --> 01:20:31.620

Stephanie Bogan: Yeah, I'm just super busy. I know, me too. We used to. I used to

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01:20:31.680 --> 01:20:41.640

Stephanie Bogan: Like to assess point you just add the value you give them the solution we used to always have that problem, but we put this new review meeting process in place and we know we have the camp clients do a link and oh my god, it's amazing. Are you guys doing that, no.

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01:20:42.210 --> 01:20:44.250

Stephanie Bogan: Oh, why don't you come over to the office one day.

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01:20:44.460 --> 01:20:52.710

Stephanie Bogan: I've been wanting to talk to you about that case study, we want to put together, but I'd be happy to just kind of sit down with you and see what you're doing and show you how we did it. Oh my god. You know how many invitations. I got to offices.

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01:20:53.580 --> 01:21:03.390

Stephanie Bogan: Like just find a problem, help them fix it and you guys are in such a unique position to do it because you have so much content around all the problems they're dealing with their clients their value their time.

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01:21:04.380 --> 01:21:09.930

Stephanie Bogan: So there's no shortage of material for you to use. It's about putting the process and the intention in place.

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01:21:11.790 --> 01:21:12.450

Stephanie Bogan: All right.

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01:21:14.340 --> 01:21:18.360

Stephanie Bogan: Let's see. Okay, this is just some of the follow up contacts. I just want to make sure

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01:21:19.440 --> 01:21:32.010

Stephanie Bogan: Let's see. Don had a question, I'm sorry if this was answered already, but for open enrollment providers like Matt life or disability legal, how would you begin to cultivate SEO wise, would you do it in the same way.

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01:21:35.190 --> 01:21:36.210

Stephanie Bogan: HR departments.

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01:21:39.030 --> 01:21:40.260

seth streeter: Have any experience with that.

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01:21:40.950 --> 01:21:44.160

Tiffany Charles: Yeah, I really haven't focused there.

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01:21:44.670 --> 01:21:47.550

Tiffany Charles: Either so I don't have a lot. I mean, if they

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01:21:47.790 --> 01:21:59.400

Tiffany Charles: I think, you know, from a center of influence. You're also looking for characteristics. Right. So do they have the pipeline of the right people. Are they connectors. Do they have the like are they trusted advisors, you know, like, do they have that

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01:21:59.730 --> 01:22:06.390

Tiffany Charles: In to have that conversation if people come to them for the advice. So those are the things that I would look at and if they're offering that

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01:22:06.930 --> 01:22:16.830

Tiffany Charles: Then I would host the same COI process of like lead get to commitment really make sure there's a mutual exchange there, but I've never, I have not approached HR

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01:22:18.030 --> 01:22:22.860

Stephanie Bogan: I've done it many, many times it's, it can be challenging because they're approached a lot

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01:22:23.640 --> 01:22:28.590

Stephanie Bogan: But in this day and age, I actually find it easier. So it's no different than prospects, which is where are they

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01:22:29.430 --> 01:22:39.810

Stephanie Bogan: Every HR department person belongs to a group on LinkedIn. They probably belong to about four groups on LinkedIn, that they read certain publications, they read certain journals, they go to certain conferences.

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01:22:40.230 --> 01:22:45.960

Stephanie Bogan: Your job is to be in those places and incredible way right join those LinkedIn groups comment.

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01:22:46.350 --> 01:22:53.760

Stephanie Bogan: It's no different, like on Twitter right. Go to the influencers comment on their stuff do an incredible way to not be radish McKee sales person online. That is not the goal.

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01:22:54.150 --> 01:23:01.230

Stephanie Bogan: But the idea is just to show up in their space in a consistent way and Don, we can talk about specific strategies in terms of converting that to a meeting in your area.

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01:23:01.680 --> 01:23:10.260

Stephanie Bogan: But you're going to look for ways in places that they congregate to create those interactions and then you're going to use any of those interactions as an opportunity to have a conversation or get together.

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01:23:11.580 --> 01:23:22.320

Stephanie Bogan: Right loads of resources, not available on this one, including things like the referral process. The first call campaign, the client advisory board that I talked about in like five seconds is an actual campaign.

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01:23:22.650 --> 01:23:26.790

Stephanie Bogan: In and of itself. So how to do it all the details the forums and the resources are in there.

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01:23:27.150 --> 01:23:34.710

Stephanie Bogan: So hopefully at this point you guys understand sort of the strategy of developing and cultivating truly cultivating

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01:23:35.100 --> 01:23:43.800

Stephanie Bogan: A relationship with SEO is how personal it is and how process driven it is. And we've given you the platform, the resources to go out and

658

01:23:44.010 --> 01:23:54.240

Stephanie Bogan: Take some big first steps and see where this fits in your marketing campaign. So thank you all for your time and attention. Seth and Tiffany thank you as always for sharing your experiences and we will see you all in our next session.