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## Systems create business efficiencies

Systems may be defined as a "set of things working together as parts of a mechanism or interconnecting network"- Oxford Dictionary of English

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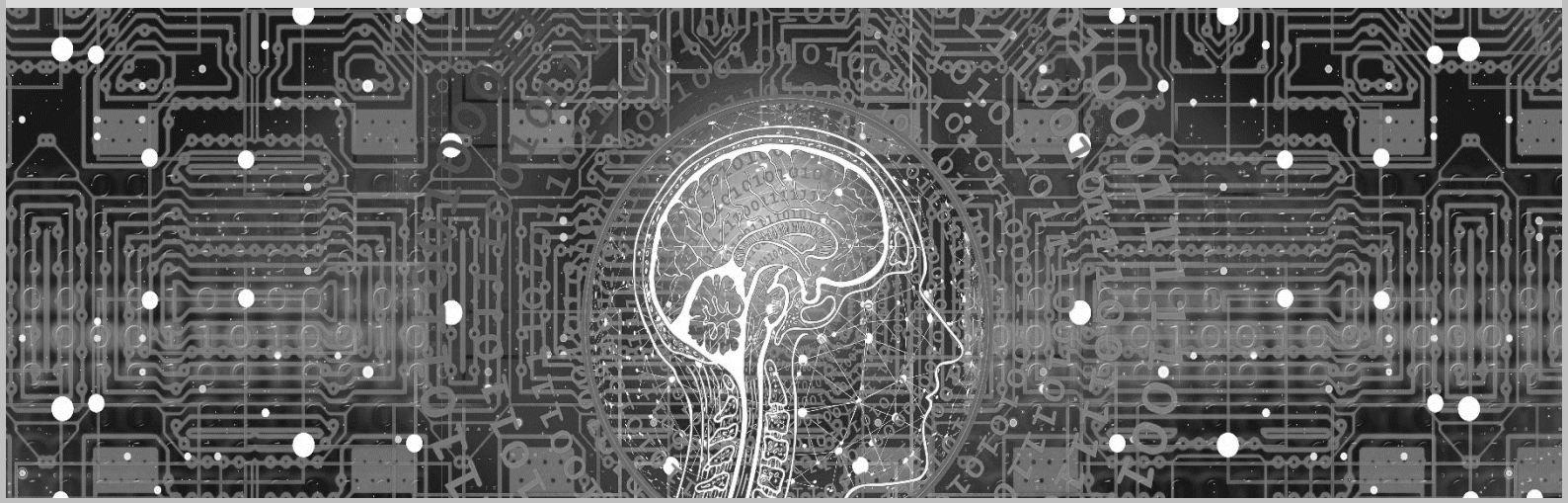
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## 1. INTRODUCTION

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The secret to having a distinguished career is all about having a process that can be repeated.

For example, Nathan Clearly star NRL player is said to practice for every day to perfect his goal kicking to ensure that when the opportunity arises in a league game to kick at goal, he knows that the system or process he has developed in practice will allow him to be successful.

This was evident in Origin 1 2021 when he had 100% success rate at goal. Just so an actor practices his lines ad nauseam so he can deliver them perfectly at the appropriate time—no matter the circumstances.

Do you have a repeatable process you have mastered for each stage of your relationship with your prospects and clients? Imagine if the stages of your process were so well defined and so well understood that you, your team, your prospect, or your client knows exactly what will be expected and then covered in the next meeting.

If you review the various steps you have taken in each relationship, you should begin to see a pattern, which defines the repeatable process you use in your business. If you can repeat that pattern in the same way for each client relationship, you will ensure that your clients will have a similar experience and that your support team will have the direction and initiative it needs to help you in your work. Once this repeatable pattern has been documented you should immediately realize the advantages of systematizing your life.

Those advisers who have grasped and then implemented this thinking have experienced the full impact on their business and in its efficiencies.



## 2. THE UNIQUE ADVISORY PROCESS

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Most advisory businesses start their unique process with an introduction from a client or a centre of influence. The new client pack includes information on the team, the business, and the process. The pack also has information about the client, including: a prompt sheet to make sure you do not miss any of the question's clients will want to ask during the first meeting, a list of documents you wish to collect, a list of objectives to discuss and what the client or prospect can expect from you and your team during and after the meeting.

By creating a picture or diagram of your unique process which you use to show your prospect, explaining each step and its benefits and articulating what they can expect from you and your business your client will understand how you work, how you do what you do and how it will benefit them.

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### 3. THE VALUE TO CLIENTS

Your documented advisory businesses process has a great deal of value—it allows you to attract prospects and convert them to long-term clients. It also ensures that your existing clients remain sticky. Creating unique personal touches to ensure that their clients continue to have an enjoyable experience can also enhance your value proposition and overall client experience.

Segmenting your clients into “A,” “B” or “C” categories to determine the proper amount of ongoing service they will require is essential. Because each client classification is assigned a service model, your team knows ahead of time how to block their time to service each of category of client. For example, each “A” client receives 10 touches a year, including quarterly calls to review how they are tracking with regards to their goals and investments, two in-person meetings, a birthday card, a year-end performance review, as well as a Christmas greeting card and a personal holiday call.

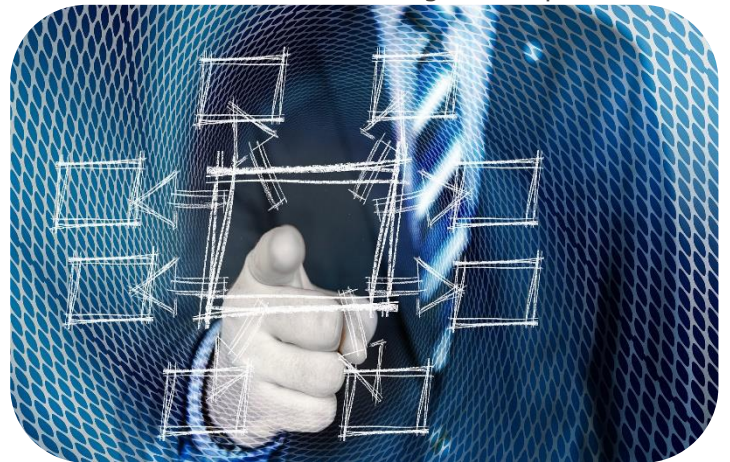


Advisers who have worked hard to develop a repeatable framework for their business to reduce the high costs of reinventing the wheel for each prospect and client have created a highly efficient and responsible system with devoted and supportive clients.

### 4. SYSTEMIZING THE BUSINESS

Advisers who have spent time and effort on not only created integrity in their financial advisory businesses but have also systemized and documented their businesses from the ground up to ensure they can maintain the initiative-taking stance they have created. Most advisers immediately realize the advantages of systemizing their lives and we hope that you will too.

Remember that a methodically laid out practice, with ironclad systems and procedures, creates educated, enthusiastic and dedicated fans. Successful systems build trust and attract clients.



As a financial adviser, you, too, have a pattern that will allow you to create your own unique process. Do so now and take your business to the next level of success.

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