

C-Suite Executive speaking outline Annual Conference

Segment 5, Financial Planning

Speaking Outline

I. Open

- A. \$0. That's the price to buy or sell stocks on e-trade.
 - a. Not much margin in there for stockbrokers, right?
 - b. Which is why your clients are looking to you for more than just building a portfolio.
 - i. They can do that on their own (never mind whether they're good at it).
 - ii. Hell, their 10-year-old kids can find recommendations for free on probably 50 smartphone apps
- B. Your clients want more. They need more. And they're being transparent about things.
 - a. Even before Covid, they've told you: they're financially stressed.
 - b. Healthcare, retirement, higher education.
 - i. Expenses are soaring,
 - ii. incomes are unpredictable, and
 - c. They need help. Financial planning help.
- C. You've responded, to some degree.
 - a. 99% of you do some form of financial planning.
 - b. But the opportunity is still huge: 1/3 of your clients are not receiving financial planning services.
 - c. And for the other 2/3 ... there are more opportunities.

II. Let's get into it ...

- A. You are in the people business.
- B. FP is integral to that. It's not a client experience, it's the client experience today. Tomorrow. Next year. 10 years from now.
- C. Your clients are looking for help to realize their dreams.
- D. So where does that leave you? Numbers are important, but you serve a greater purpose here.
 - a. That's not hyperbole.
 - b. There's a reason you were deemed "essential" during the lockdown.
 - i. You are. You will be. So what are you doing about it.
- E. Your clients come to you with problems: Retire early without social security? Put three kids through college? How? How much?
 - a. That's where you come in.
- F. Financial planning is about helping your clients set and achieve goals, which comes about through sustained, long-term relationships.
 - a. It's the most personal tool that you can offer, and
 - b. it's what will distinguish you from your competitors.
 - c. Certainly from e-trade.

III. This doesn't require a tradeoff.

- A. When you offer financial planning services, you're not sacrificing revenue for relationships.
 - a. The two are closely connected.
 - b. But I'm getting ahead of myself. That's for tomorrow's sessions.
- B. Financial planning is about creating and building relationships.

- a. Durable relationships that increase the number touchpoints with your existing clients, which in turn create opportunities.
 - b. And providing expertise that builds your brand and expands your reach to others.
- C. It adds value — quantitative and qualitative — and creates real, positive differences for your clients.
 - a. That's important.

IV. We're your partner

- A. So where to start? For some, this is a new way of approaching your business, and we're here to help.
 - a. With proprietary tools like AdvicePay, which
 - b. Other tools to mention???
 - c. And free consultation as you integrate and refine your offerings.
- B. Whether you're offering financial planning services or kicking the tires and wondering how do get started, we can help.
 - a. We can help enhance your current offerings OR
 - b. help you build a foundation as begin offering financial services.

V. Close

- A. Look at me, I'm on a screen today.
 - a. Do you need any more proof that today's landscape has changed.
 - b. Financial insecurity is pervasive and it will be pervasive long after there's a vaccine for Covid.
- B. Financial planning addresses that insecurity.
 - a. It provides reassurance and more important, security.
 - b. It's what will help your clients achieve a less stressful retirement,
 - c. buy the beach house they've dreamed of,
 - d. play cash for their kids' education, or
 - e. put on a great wedding for their child.
- C. And by focusing on these client wins, you'll be distinguishing yourself and positioning your practice — your business — for success.
 - a. Not with one-off transactions but
 - b. with a sustainable infrastructure that creates opportunities for your practice.
- D. And with that, I invite you to come back tomorrow for our day 2 sessions, where we focus on growing your business.