



CERTAINTY “DNA” WEBINAR

Releasing Clients

MANAGING PRODUCTIVITY



CERTAINTY “DNA” WEBINARS
RELEASING CLIENTS

G’Afternoon...

 CERTAINTY ADVICE®
THE FUTURE OF ADVICE.

MONTHLY DNA WEBINARS

OBJECTIVES...



1. Share Certainty Discovery, De-Brief & Engagement Experiences - the “DNA” of Certainty Advice
2. De-construct & re-construct the Certainty Advice ‘frameworks’ to confidently create your own ‘artwork’
3. Provide Q&A with practical implementation insights – learning for busy advisory teams

DNA: RELEASING CLIENTS

SESSION LEARNING OBJECTIVES

- 1. Introduce & discuss frameworks to support the methodical Release Clients**
- 2. Understand the Principles & Benchmarks of Releasing Clients**
- 3. Outline steps to support the continual Release of Clients**



DNA: RELEASING CLIENTS

ASSUMPTIONS – RELEASING WHO?

PRODUCT CHOICES



Transactional Advice

LIFE CHOICES



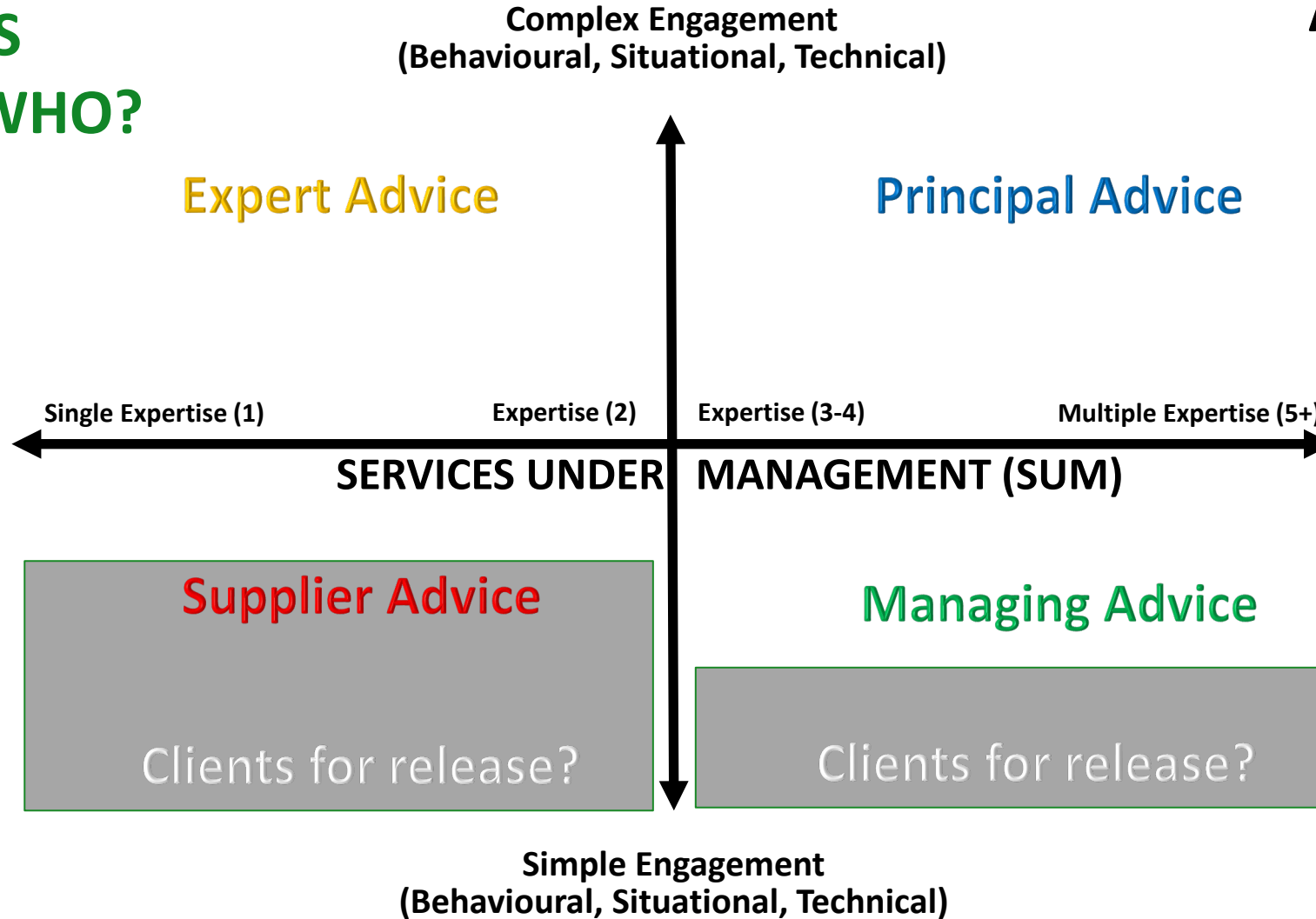
Comprehensive Advice

DNA: RELEASING CLIENTS

ASSUMPTIONS

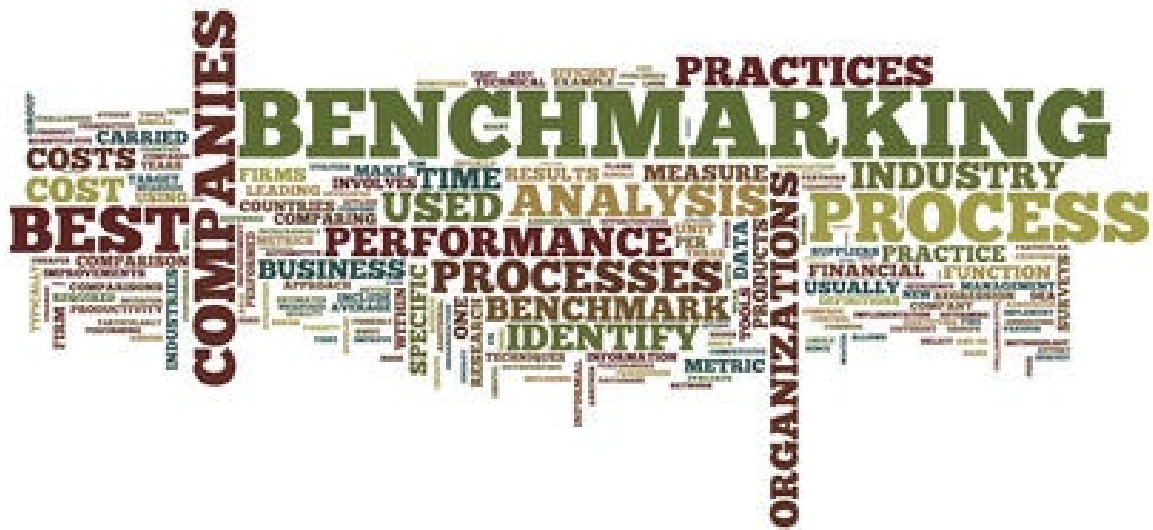
RELEASING - WHO?

ADVICE GRID®



DNA: RELEASING CLIENTS

ASSUMPTIONS



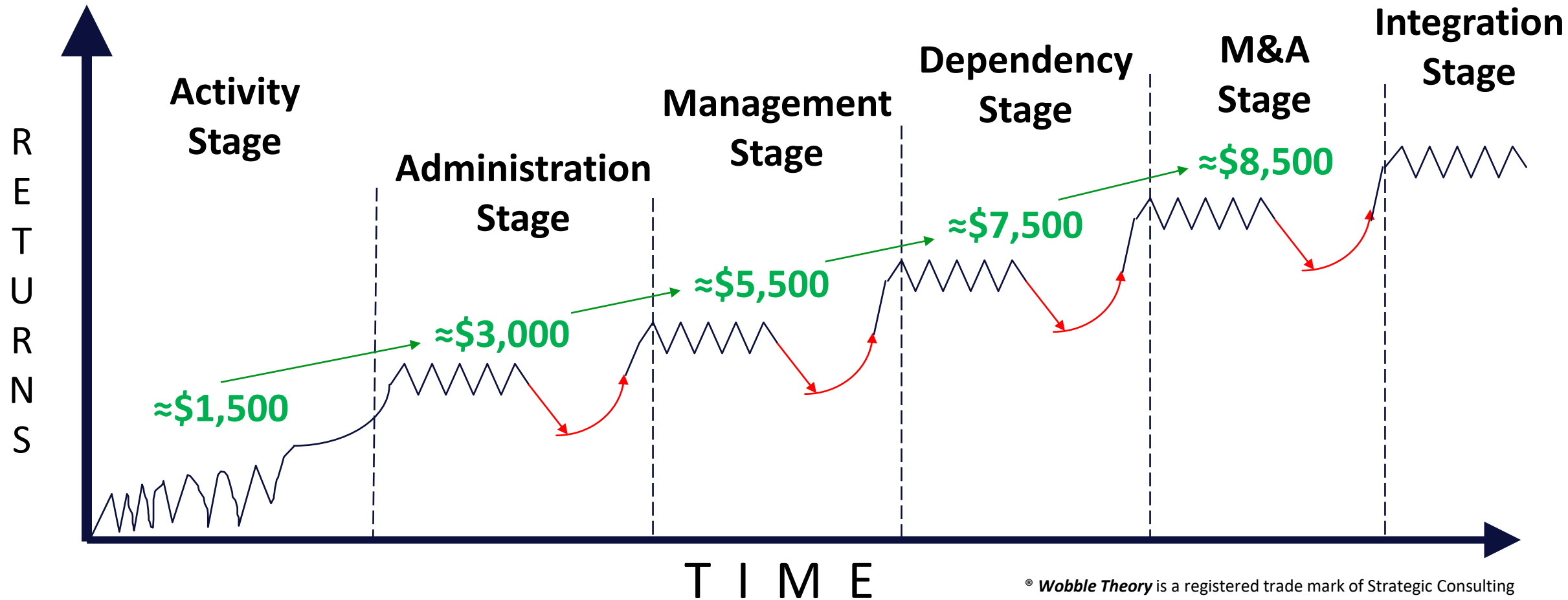
BENCHMARKS

1. 80% RETENTION
2. 30% UPLIFTS
3. ↑ MEAN FEE/CERTAINTY CLIENT

How Advice Firms Grow

Wobble Theory[®]

MEAN FEE
GROWTH



DNA: RELEASING CLIENTS

CERTAINTY CLIENTS



1. Takes advice
2. Respectful
3. We can assist
4. They can pay the fee
5. Has unmet aspirations
6. Has unresolved complexities
7. Serves their best interests, our best interests & the public good

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PRO BONO CLIENTS



PRICING ZONES



PRO BONO BENCHMARKS

Max < 10% CLIENT BASE

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APPROACH – FRAMEWORKS FOR CLIENTS



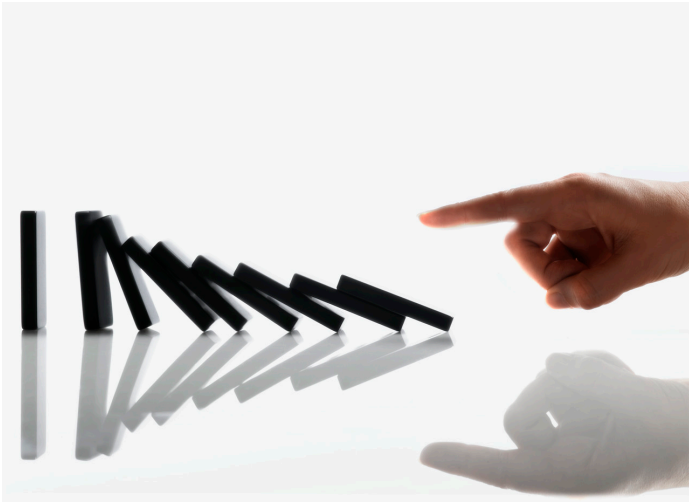
RELEASE OPTIONS

1. Increase Fees;
2. Introduce to new provider (for sale? or for free?);
3. Termination of engagement;
4. Release to 'junior' adviser

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APPROACH – FRAMEWORKS FOR CLIENTS

RELEASING CLIENTS



- Since our initial engagement, we have changed our approach and now specialise on providing *comprehensive advice*;
- As everything we do starts with serving your best interests, we want to ensure you receive advice that achieves this. If you would like to discuss our new approach, I recommend we meet and discuss;
- Alternatively, we can provide an introduction to a third-party firm that may be of value to you.
- Of course, we can cease our engagement leaving the opportunity to re-engage when you believe we might be of value?
- How would you like to proceed?

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RELEASE OPTIONS – ALLIANCES



Alliance Questionnaire - AQ.0

Alliance Questionnaire

Name: _____

Date Completed: _____

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Client First Name & Initials/Your Initials: _____ Meeting Date/Time: _____

CERTAINTY MAP™ © 2014

DISCOVERY CONVERSATION #7: Thank you. They can be tough questions. We'll ask similar questions each year to re-confirm WHY you are engaging us as your advisers. Our job now is to build a plan, that contains WHAT we believe is required to maximise the probability of you achieving [state their Signature Aspirations] whilst managing the transitions and complexities [state their passages & complexities]. Is that what you are seeking from an advisory firm like ours?

FUNDAMENTALS - Discovery Conversation #3
Is there anything pressing you wish to discuss today? What's going to make this a good meeting for you?
What are the fundamental or basic needs of your business life?

SIGNIFICANCE - Discovery Conversation #6
Let's assume through our future work together these aspirations are being met (these transitions) and complexities are being managed, what is the significance or value of achieving the aspiration/managing these transitions/complexities for you? On a scale of 1-10, rate the significance and impact of achieving aspirations/transitions for you?

COMPLEXITIES - Discovery Conversation #5
Apart from money, what's getting in your way, slowing you down, or stopping you from achieving this aspiration or managing this transition of your business? Is anyone impacting your ability to achieve or manage this? Have we explained this properly so far? Are you comfortable with the process? On a scale of 1-10, how much impact is stated complexity affecting your ability to achieve -stated transition/aspiration?>?

SIGNATURES - Discovery Conversation #4
SAMPLE SIGNATURE PROBES: Can we explore that aspiration/business transition of your business further? Tell us more about it? These questions are often unexpected, take your time. Your specific responses will serve as a focus for the work we do together. We aim to understand the whole breadth & depth of your responses. That response can mean different things, tell us what it means specifically for you? Even a best guess response is OK.

We promise to address these fundamental and pressing needs, but for the next ten to fifteen minutes, we'd like to discuss anything significant you are hoping your business to achieve that may require money or advice or planning. We would also like to understand any phase, passage or transition your business may also require money or advice or planning for?

(Probe for UNIQUE, SPECIFIC, SIGNATURE achievements or transitions that require MONEY or ADVICE or PLANNING – Use the Sample Signature Probes to identify specific and unique detail within each column for each topic. THEN FOLLOW THE ARROWS UP – That is, once each Certainty topic is probed, THEN probe for complexities regarding the Certainty topic (Discovery Conversation #5), THEN probe for significance regarding the Certainty topic (Discovery Conversation #6), THEN start probing for another Certainty topic (Discovery Conversation #4 again).

MAINTAINING MUTUAL PURPOSE
1. Step out of the content of the conversation – e.g. "Can we change gears for a minute?"
2. Address issues or misunderstandings that you have a conflicting agenda – e.g. "I don't want you to think we're asking unreasonable questions?"
3. Clarify your purpose – e.g. "I want to ensure that our work together is based upon a common understanding of what you most value"

MODERATING '95/15'
1. "You've made several points, I want to make sure I've understood them."
2. "I promise to come back to that topic, but right now can we focus on this topic?"

SAMPLE CERTAINTY TOPICS

Aspirations	Transitions or Passages of Business
Growth in Revenue, Profits	Aging or Health or Loss of Key Team Members
Expansion, Contractions, Acquisitions, Size	New Partnerships, Requirements
Lifestyle, Workloads, Automation, Breaks, Hobbies	Systems, Compliance, Education, Depreciating Assets, R&D
Growth in Team, Markets	Training, Governance
Succession	Alliances, Networks, Computers

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APPROACH – JUNIOR ADVISER “RELEASE”

“OLDCO” ORGANISATIONAL STRUCTURE



“NEWCO” ORGANISATIONAL STRUCTURE



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Questions?