



Financial DNA[®]

Using Financial DNA for Client Relationship Development

Case Study

Client Facilitation

Scenario: A 58-year old widow has come for a financial plan.

Issues: Lack of trust towards the Advisory profession and investment markets in general. Investible assets have diminished under the care of another Advisor. Admits she has a low understanding of investments and has trusted former advisors' recommendations almost without question.

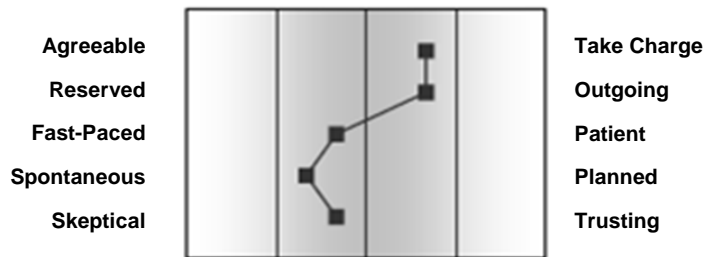
Risks: Diminishing trust; ineffective communication; litigation

Objectives: Build trusting relationship; build client's financial astuteness; create tailored financial plan; manage client's expectations; satisfy client's real and perceived needs.

Approach: Develop understanding of where she has come from; is at now and where she would like to go.

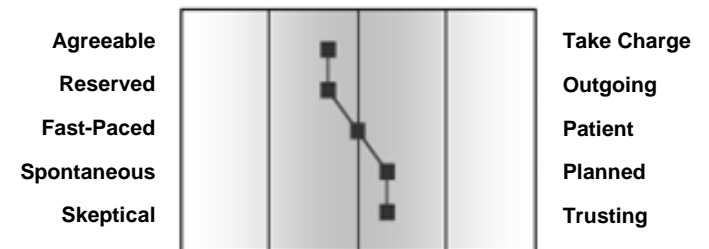
Unlocking the Advisor/Client Relationship

Advisor: Influencer



- Ring leader
- Assertive
- Visionary
- Action-oriented
- Fast-paced
- Adventurous
- Results-focused

Client: Reflective Thinker



- Vigilant
- Logical
- Fastidious
- Organized
- Analytical
- Cautious
- Security-focused

**Goal:
TO ADAPT**

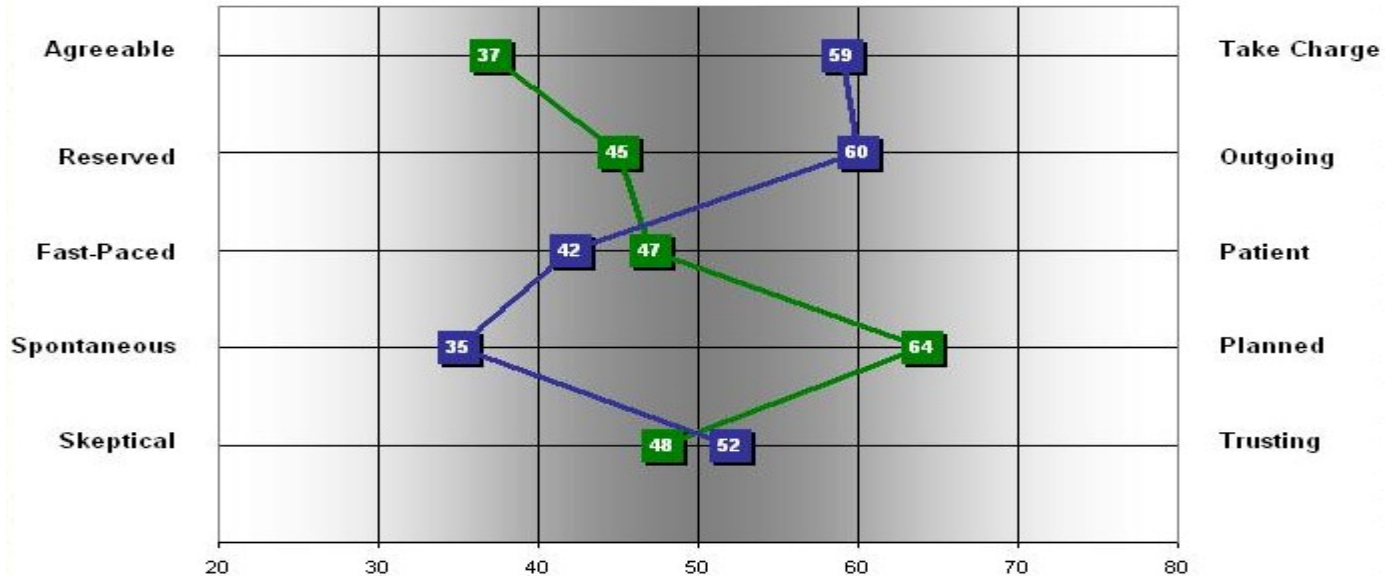


Core Life Profile Comparison Graph

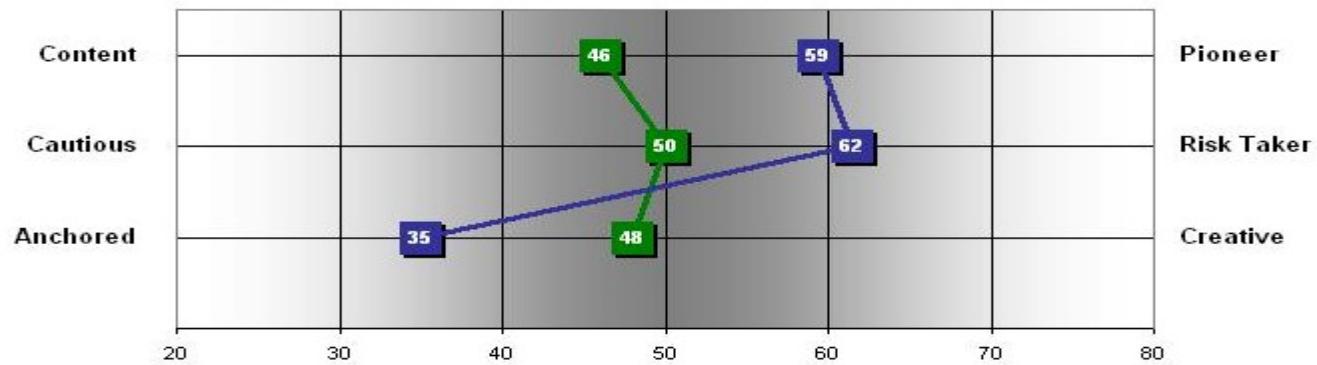
Carol - Reflective Thinker

David - Influencer

Core Financial Life Drivers



Financial Life Planning Drivers





Financial Directions Strands

Desired Level of Control	Client	Low		
	Advisor			High
Requirement for Detail	Client			High
	Advisor	Low		
Emotional Decision-Making	Client		Med	
	Advisor		Med	
Requirement for Analytical Advice	Client			High
	Advisor	Low		
Investment Confidence	Client	Low		
	Advisor			High
Investment Knowledge	Client	Low		
	Advisor			High
Requirement for Education	Client			High
	Advisor	Low		
Ability to Accept Factors Beyond Own Control	Client			High
	Advisor	Low		

Financial Directions Strands

Requirement for Regular Reporting	Client			High
	Advisor	Low		
Long-term Goal Setting	Client		Med	
	Advisor			High
Strategic Goal Setting	Client	Low		
	Advisor			High
Value New Opportunities	Client	Low		
	Advisor			High
Confronting of Problems	Client	Low		
	Advisor		Med	
Preference for Direct Communication	Client	Low		
	Advisor			High
Propensity and Understanding of Risk	Client	Low		
	Advisor			High
Emotional After Losses	Client			High
	Advisor	Low		

Reflective Thinkers in the Selling Process



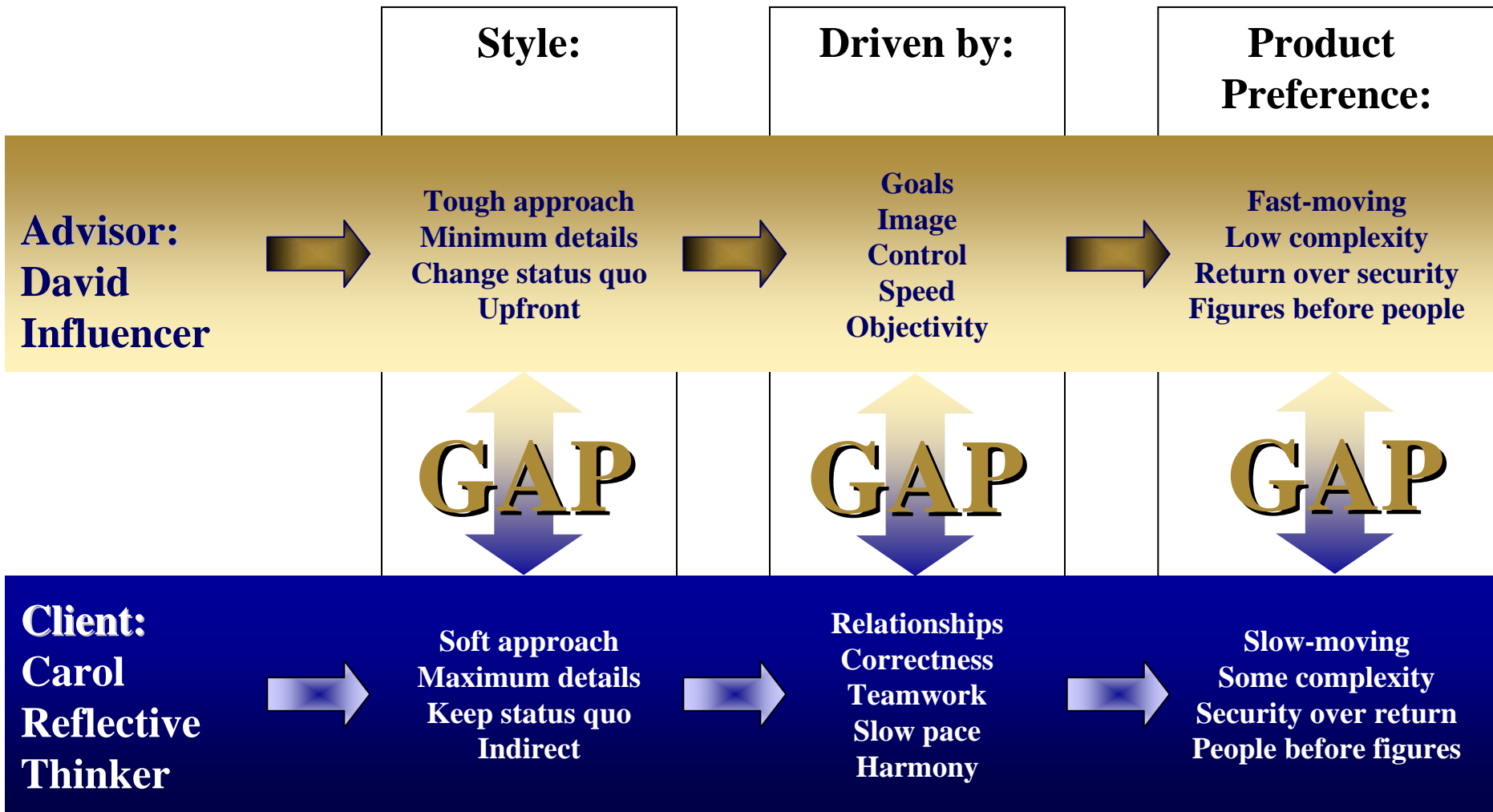
- **What they want:**
 - Proven products that they know will work
 - A high level of Advisor training
 - Guaranteed outcomes
 - A lack of volatility
 - Products with a high rating or recommendation from a person or organization they trust
 - A long-term trusting relationship
 - Factual, well presented information
- **Fears:**
 - Being pushed to make a decision
 - Unplanned 'surprises' in their investments

Reflective Thinkers in the Selling Process



- **Decision-Making Style:**
 - Thoughtful and considered
 - Will be based on the predictability of outcomes
 - Will conduct thorough research before committing to an investment
- **What alienates them:**
 - Having too many options offered to them
 - An Advisor who appears disorganized
 - An Advisor who does not listen empathically, move slowly and take their needs into consideration.

Natural Expectation Gap:



Adapting:

