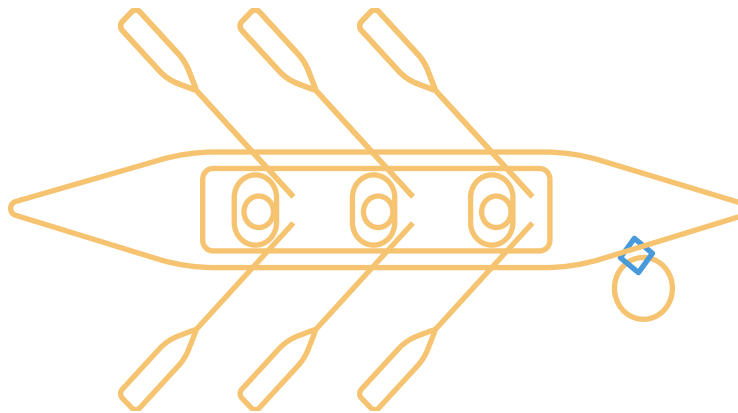




Growth360°

Improve Your Client Conversion Using Proven Sales Techniques

Use this reference guide to better understand the importance of having a strong sales process to turn prospects into new clients and help increase your repeatable productivity and efficiency in your firm.



A mature financial planning practice includes an effective sales process that leads prospective clients through the sales journey and helps you turn prospects into clients. In this guide, you'll learn about why it's important to have a strong sales process and what makes up a thorough sales process so you can focus on helping your clients achieve their goals.

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Why You Need a Sales Process

Many people become financial professionals because they like working with and helping people achieve their goals. There can be a tremendous sense of pride and satisfaction in helping clients and their families reach their financial goals.

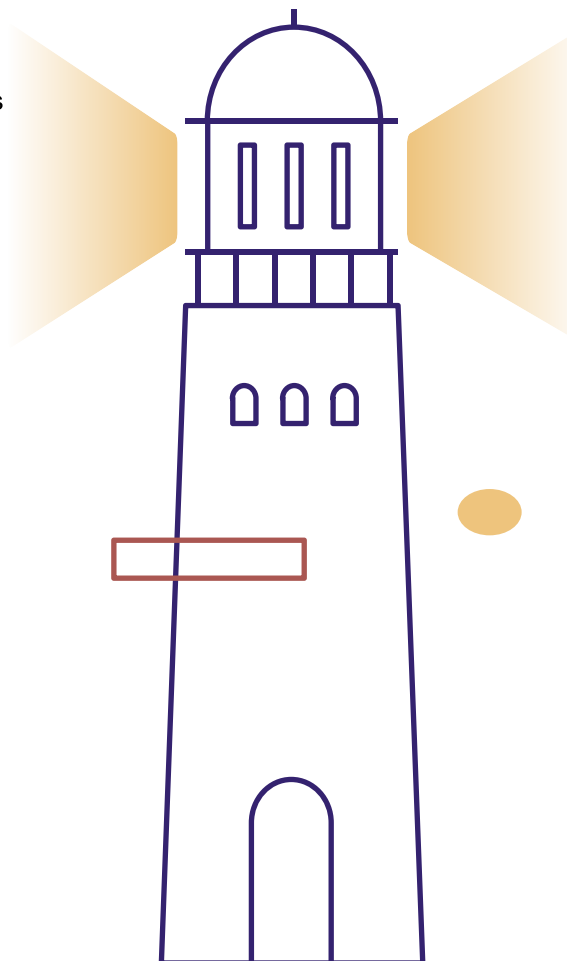
We all know how much people are tied to their money and helping them through the sales journey gives them a better picture of what their client experience could be like. The sales process can help both the prospective client and the financial professional understand the goals and create a strategy that is wise and meets expectations.

Using a thorough and step-by-step sales process can help you attract more prospects and eventually turn them into clients.

Adding a sales process to your efforts gives you the following:

- A roadmap: Your sales process gives you a plan for how you are going to reach prospects and what you will communicate.
- A possible income boost: Following a step-by-step structure leads you through attracting prospects, gathering new leads and pitching to prospective clients which can help you gain more clients.
- Reduced service calls: Having a defined process, including next steps and follow-up actions, can reduce how many service calls you have to make in the future.

A sales process should guide your prospect engagement along every stage of the prospect's sales journey in a way that's effective and efficient.



Defining a Sales Process

There are many ways to handle sales but we curated six key steps to creating an effective sales process.



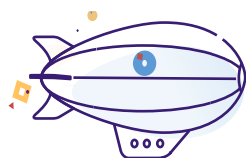
Prospecting



Developing Your Pitch



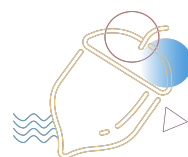
Content and Messaging



Delivering Your Pitch



Closing the Deal



Nurturing the Client

Powering Up Your Prospecting

Prospecting is marketing or getting the word out and finding new opportunities. There are many ways to approach growing your business through prospecting. A few key factors are creating a detailed action plan, holding yourself accountable to your goals, defining your audience or target prospects, creating an avenue of communication and having a clear, unique value proposition.

Know Your Target

Understanding the characteristics of your ideal client helps you develop the appropriate messaging and plan to understand, and meet, this individual's financial needs.

Reaching Your Target

Knowing where you will connect with your audience is important. Get involved in community, manage your website, post on social media, build your email practice or host events.

What Makes You Unique

Have your pitch ready! Your first impression is everything. Explain how you help people, be enthusiastic, mention your target and adapt to any environment.

Prospecting Guide by Cetera Marketing

Download an in-depth guide to prospecting and how to increase longevity and profitability.

[Get the Prospecting Guide](#)



Developing Your Pitch

You never know when you are going to get to make your pitch, but being prepared and knowing what you are going to say is a key to success. You may get to make a pitch at a kid's baseball game, ballet recital, in an actual elevator or in meetings with prospects.

Having a plan and taking a strategic approach to this action can radically change the size of your business. We already stated most financial professionals love what they do because they get to help people dream and reach their goals. Communicating how you help, as opposed to what you do, makes all the difference. Building your value proposition, personal branding and digital marketing strategies can help make each engagement with your target audience a potential client opportunity. Finding a unique approach or specific niche can set you apart from the others.

How Are You Different?

Do you have a specialty in people moving to Florida? Do you have an amazing discovery? Is your team highly diverse? All of these are potential opportunities to set your firm apart as the leader in a particular area with your pitch.

Utilizing Niche Audiences

Competition is fierce – we all know this. Niche audiences are a great way to separate from the pack. Look to your client base to find places where you might have an area of focus like a few doctors or several clients from the same company.

Want help defining who you are? [Download the guide on Building Your Brand.](#)

Now that you understand how you are different, it helps to tell the world how your firm can help them and their future goals. Being ready to turn in-person engagements into pitches is great, but your prospects are interacting with you in digital places and never telling you they were there. One way to drive growth is to take the time to create custom content around your specific value proposition for your prospects and display it online.

Through MarketingCentral, there is also compliance pre-approved content you can use in addition to the custom content you create.

- Thought leadership blogs
- Infographics
- EBooks/case studies
- Social media posts
- Market commentary on trends and issues

The Cetera Advisor Marketing team compiles a step-by-step quarterly marketing guide, which provides content suggestions for different audience types.

Quarterly Marketing Plan				
Caters				
INVESTING STAGE	WEEK	EMAIL	TOOLKIT	EVENT
 Starting Out Investing Stage 1 20s to 30s Simply started personal finance tips, ideal for connecting with the next generation of clients	WEEK 1	See Jan. Virtual From Caters Advisor Marketing	See Jan. Personal Finance Advisor Marketing	Paper Lending Event Presented with a live demonstration of how to use a credit card to get the most out of it. Includes a presentation on credit card rewards and how to use them to your advantage.
	WEEK 2	See Jan. Virtual From Caters Advisor Marketing	See Jan. Personal Finance Advisor Marketing	
	WEEK 3	See Jan. Virtual From Caters Advisor Marketing	See Jan. Personal Finance Advisor Marketing	
	WEEK 4	Fixed Costs and Rebalancers	• Financial Wills by Jan. 2020 • Openly Available to Print & Publish by the End of the Year • The Five Factors of Financial Success (when you're not ready)	
 Building Wealth Investing Stage 2 40s to early 50s Conversation focused on investors who are accumulating funds and creating a roadmap for the future	WEEK 5	Issuing Critical Documents	• Debt Privacy Day (Jan. 20) • Tax Privacy Day (Feb. 20) • Risk Privacy Day (Mar. 20)	
	WEEK 1	See Jan. Virtual From Caters Advisor Marketing	See Jan. Personal Finance Advisor Marketing	Paper Lending Event Presented with a live demonstration of how to use a credit card to get the most out of it. Includes a presentation on credit card rewards and how to use them to your advantage.
	WEEK 2	See Jan. Virtual From Caters Advisor Marketing	See Jan. Personal Finance Advisor Marketing	
	WEEK 3	See Jan. Virtual From Caters Advisor Marketing	See Jan. Personal Finance Advisor Marketing	
	WEEK 4	• Continued Jan. 2020 Outlook: Building Fixed Costs and Rebalancers	• Continued Jan. 2020 Outlook: Building Fixed Costs and Rebalancers • The Five Factors of Financial Success (when you're not ready)	State of the Market Event Includes a live and expert presentation on the current state of the market.
	WEEK 5	Issuing Critical Documents	• Debt Privacy Day (Jan. 20) • Tax Privacy Day (Feb. 20) • Risk Privacy Day (Mar. 20)	

Once you know what you want to say you need to develop a brand presence to carry the messages to your audience in many different ways. Every age group or life stage communicates differently and to drive growth with younger and older audiences you must communicate across many channels like your website, social media, email and online events. Years ago sales started on the phone, now some start and end online without a word ever spoken.

This is the hub of your messaging. Must be simple, clean and convey your unique differentiator to your visitors and convince them to share their contact information.

Whether you are there or not the conversation has moved to social media and having a presence is key. Posts that demonstrate your unique value proposition will help attract new clients.

Yes, everyone gets too much email. So making sure that your emails inform and serve drives a strong message that you understand your prospect's needs.

Driving prospects to online events is a great way for them to gain information and give you a soft entry to a sales conversation.

Closing the Deal

Closing the deal is a very important part of converting prospects into clients. Yet many sales professionals simply don't know how to do this correctly. Regardless of whether you close that deal at your initial face-to-face meeting, or through a later email or phone call, it's important to incorporate the following steps:

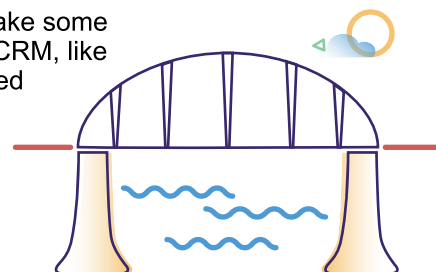
- Summarize the prospect's needs
- Let the prospect know what you will do to meet those needs
- Tell the prospect what they can expect from you and your services and bring the conversation back to what they said their needs are
- Give prospects time to ask questions
- Incorporate a sense of urgency
- Ask the prospect when you can get started
- Get the paperwork signed

Without some time-based event, sales in the digital age with people shopping online and anonymously is (more than ever) a long process. But be sure that, as you continue nurturing the prospect along the sales journey, you understand the individual's needs, and that your content and interactions are focused on people reaching the dreams and desires they have for their lives and those of their family.

Nurturing Leads for More Business

Automating Follow-up – Life can get busy, but technology, like a CRM, can take some of the prospecting duties off your plate. Entering a prospect's information in a CRM, like Redtail, can help you send thank you notes after calls, reach out with automated messages and send meeting invitations. These invites might:

- Set a calendar reminder in a software like Outlook
- Set up an account in the AdviceWorks® client portal
- Ask them to take the Decipher® emotion recognition assessment
- Register for compliant texting using MyRepChat.



While not every prospect takes advantage of these tools, they provide different avenues to collect information (and create a more personalized strategy in the future).

Consistent Process – Use a proven method to turn a steady stream of prospects into clients.

- The best sales processes start with immediate outreach to a new prospect, a set agenda for the call (like setting an in-person meeting), asking about goals and offering a firm overview.
- Next, the lead is added to a CRM and follow-up emails are sent which typically reinforce the firm's services and starts gathering information on the prospect.
- Lastly, during the meeting the prospect's goals are reviewed, the formal "ask" is made and the client is followed up with official paperwork.

Engaging Your Clients and Continuing to Sell

Once you convert a prospect into a client, congratulations! It's important to keep in mind, however, that your work is just beginning. Just because you signed the paperwork doesn't mean you should stop nurturing that client. It's important to take steps to keep that client satisfied, retained and referring.

To nurture your clients, and to keep them happy, facilitate an onboarding process, stick to a connection plan, share insights and serve them in these same digital channels.

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Sales Process Overview



Having a strong sales process allows you to connect with prospective clients who are ideal for your business. With a solid sales process and framework, you could spend less time worrying about what your next steps should be in nurturing prospects along the sales journey and more time on helping your clients achieve their goals. MarketingCentral, Cetera's digital marketing platform, can help support your sales efforts and make your sales process easier.

Use the stages below to assess where you are today and find new opportunities for growth.

Visible

Success at the first level is about preparing for the prospective client engagements in person or online. Through having a personalized and tailored value proposition, you can begin to differentiate yourself from the competition. Developing your elevator pitch is the first step to consistent growth.

Active

The second is about understanding the many channels and ways you can deliver your pitch. The digital frontier is the key to unlock your pitch 24/7 and building your brand while making sure your digital tools are doing two things: serving your prospects with helpful content and working to convert every prospect engagement into a conversation.

Optimized

Success at the third level is about helping you stay top-of-mind with your prospective clients and positioning yourself as a thought leader in the industry. Through social media and content creation, prospective clients can gain a better idea of how hiring you can be beneficial. Running online events and serving your prospects with the same passion you serve your clients can demonstrate what it's like to be your client.

MarketingCentral by Cetera

Build a strategy for growth with MarketingCentral, a powerful suite of tools built exclusively for you by the Cetera Marketing team. MarketingCentral is a comprehensive multi-channel platform with pre-approved email templates, social media content, downloadable event kits, presentations and so much more that you can fully customize to meet your business and client needs. Take the guesswork out of marketing and focus on growing your business.



Learn more at <https://fmgsuite.com/marketingcentral/experience/cetera-resources/>



QuickStart Guide

Get up and running with this step-by-step guide to MarketingCentral.



Interactive Webinars

Register for an interactive webinar to learn more about the MarketingCentral tools and get assistance with any questions.



Marketing Strategy & Best Practices

Put together a solid client and prospect outreach strategy designed to get results with the help of this straightforward guide.



MarketingCentral Automations

Explore opportunities to automate marketing communications across email, social and print.



Growth Guides

Drive leads and increase prospect conversion rate with these Client Prospecting and Conversion Guides.



Events Guide

Leverage MarketingCentral and these tips to plan, manage and promote your next client or prospect event.



2021 Marketing Calendar Template

Plan the next year of marketing content and strategy with this calendar template.



Required Record Retention

MarketingCentral is an approved record retention tool.



Using MarketingCentral as a Team

Use these tips to personalize a profile if you are using MarketingCentral as an ensemble team or program.

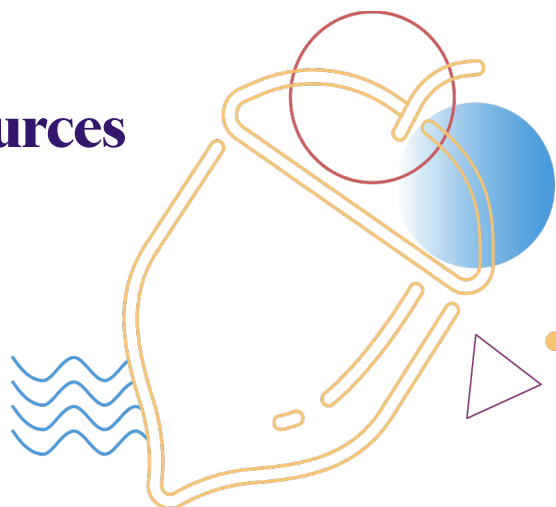
Additional Sales Process Resources

[Client Segmentation Tool Growth Guide](#)

[FMG The Financial Advisors Guide to Social Media](#)

[Client Conversion Guide](#)

[Riskalyze Starter Edition](#)



'Cetera Financial Group' refers to the network of independent retail firms encompassing, among others, Cetera Advisors LLC, Cetera Advisor Networks LLC, Cetera Investment Services LLC (marketed as Cetera Financial Institutions or Cetera Investors), Cetera Financial Specialists LLC, and First Allied Securities, Inc. All firms are members FINRA/SIPC. Located at 200 N. Pacific Coast Highway, Suite 1200, El Segundo, CA 90245-5670. Individuals affiliated with Cetera firms are either Registered Representatives who offer only brokerage services and receive transaction-based compensation (commissions), Investment Adviser Representatives who offer only investment advisory services and receive fees based on assets, or both Registered Representatives and Investment Adviser Representatives, who can offer both types of services.