

# call2Kinder

Monday, August 3, 2015

## Building Clients: *Gaining Introductions and Referred Leads*



MONDAY, AUGUST 3, 2015  
12 NOON EST  
11:00 AM CST  
9 AM PST

**THINK ABOUT THIS:**

*Referred leads keep you  
excited!*

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# Referred Lead Introductions

Introductions today are not from goodwill or friendship, but rather a good business relationship with your trusting clients.

## The Fraternal Advantage

**The system is always the solution.**

- You should have a referral systems that is customized for your practice and the type of clientele you are looking to develop.
- You should develop a policy delivery system that will help get referred lead introductions (RLIs). This delivery system will also help develop future sales with this client.

## **Interesting Observations**

- **55%** of surveyed clients had not been asked for a referral.
- One of the key ingredients of getting introductions is to build trust with your clients.
- Include asking for referred lead introductions as part of your meeting agenda. As was mentioned in the last Call2Kinder, an agenda helps facilitate loyalty from your client and makes the interview go smoother.
- How to build a high level of loyalty from your clients:
  - Always add value to the relationship
  - Mutual friends make great introductions
  - Build business friendship with your client
  - Create a center of influence with your client
- Narrow your focus to a niche market this will allow you to build a reputation in that market.
- The sale is never completed until you get RLIs from your clients.

# POLICY DELIVERY TECHNIQUES

## **Congratulate Your New Client**

Assure your new client that he or she has made an intelligent decision. One effective way to do this is to send your new client a congratulatory letter. We suggest that you send such a letter in each instance and that the follow-up letter leaves your offices as soon after the sale as possible.

## **In-person Delivery**

When the contract returns from the Home Office, deliver it promptly and in person. You are now meeting someone who has been converted from a name to a client prospect.

## **Render a Distinct Service**

Just as your selling interviews had to be held under favorable conditions. A favorable delivery interview permits you to resell yourself as a professional advisor.

## **Review Owner Benefits**

Take the time to review the purpose of the purchase. Emphasize the benefits and, again, how they solve your prospect's needs and wants.

## **Explain Premium Schedule**

Make certain the schedule of subsequent premiums are covered carefully.

## **Discuss Next Purchase**

Decide upon the needs your client feels should be handled next. Decide which is the most important and set the stage for the next purchase.

## **Make Three Commitments**

Tell your new client:

*"Tom, I want to make a couple of important commitments to you. Then I'd like you to make one for me.*

*"First, I'm going to keep you informed and current. I'll be positioned to advise you from time to time on changes affecting your overall insurance and investment programs. Second, I'll be personally available to review your financial program at any time – and I'll contact you periodically to remind you of the advisability of such a review. Third, I will be calling and checking up with you from time to time and, if possible, have a luncheon appointment. I will always let you know when it is a social call and when I am wearing my advisor hat. Is that fair enough?"*

*“Now, Tom, I'd like for you to think of me whenever the subject of financial products comes up. Should you be contacted by another Advisor, tell him or her I handle your financial situation. If the Advisor has something to recommend, ask him or her to review it with me.”*

### **Set Review Date**

Schedule the review date to fall 30 days prior to the insured's age change. This gives you a "motivational edge" each year when you make contact with your client.

***The number one reason people change from one advisor to another is the original advisor failed to follow up and did not stay in touch with the client.***

## **Referred Lead Introduction Techniques**

### **The best time to ask for referred lead introductions**

- When a good, solid trust relationship has been established.
- When you have provided extra service for the client.
- When the service that you provided goes above and beyond their expectations.
- After a successful in-person certificate is delivered and you're able to ask for referred lead introductions in person.

### **Referred Lead Introduction Scripts**

By asking for and securing RLIs, you're building your business by gaining introductions to new prospects. Sales can then be made through the same steps by which you made the original sale.

You must earn the right to receive this kind of help through the complete, prompt and courteous service you consistently provide. This manner of conducting business will result in numerous new sales because you have won the client's confidence.

- When delivering the certificate and after reinforcing the new purchase:

*“Tom, I need to ask you to help me. We study our business closely. Recently, we made an interesting discovery. As much as 60% of our new business comes from satisfied clients like you. Let me share with you our philosophy in meeting with your referred lead introductions.*

*“I want to let you know how I will treat any referral that you give me. I will mention your name only if you give me permission and only in a way that*

*makes you comfortable. I will introduce myself on the first call and if no interest is shown, I will not continue at this time. My goal in this first call is always to make a good personal connection, never to sell a product or service. I want this referral to reflect well on you, because I appreciate the fact that you are helping me.”*

- People I want to meet:

*“Tom, let me share with you the type of person that I’m looking to meet. I’m looking for people just like you, “a mover and a shaker”, someone who has good economic potential who would benefit from the products and services that we offer. It helps me take care of that member and also grow my business.”*

- **Feeding the name** technique

The best strategy is to feed names to your client. You do this by paying attention during interviews.

*“Here are three individuals I have heard you talk about. What do you think about my contacting them to go over their financial situation?”*

Or

*“Tom, the last time I was here you mentioned that Bill Adams was a close friend and business associate you have known for years. I’m wondering if Bill is the type of individual who might be interested in the kind of work we did for you?”*

- The top three

*“Tom, I’d like to ask you to help me. Who are the three top people in business that I could approach about the work we do? (no pause) When I call for an appointment, I will say, ‘Bill, I asked Tom for the three top business people I could contact about the work I do. He gave me your name and told me about the fine job you do ...”*

- Targeting a specific prospect

*“I would like to get to know more about John Adams and I know that you know him. Would you mind introducing me to John?”*

- Calling a **center of influence** (COI)

*“Bob Jones suggested I call you and introduce myself. He felt it could be helpful if you know who I am, what I do, and the kind of clients we work with on a regular basis. I think there might be some ways that we could help each other if we were better acquainted. When would be a good time to meet?”*

## Overcoming resistance

The client says, “I get very uncomfortable about giving names.”

*I can understand that, but if we were walking down the street and a person you know walked up to us, you would probably introduce that person to me. ‘John, let me introduce you to Bill Smith. Bill is my insurance advisor. Bill, John works in the auto industry.’ That is all I am asking for ... introductions.”*

### Do’s and Don’ts

- Thank your client and let them know you will keep them informed. Be certain that you follow up—every time! It will do much to strengthen your relationship.
- Don’t badger the client for introductions or referrals.
- Develop a good, solid referral talk.
- Some introductions and referrals are not well known by the client, but they are still qualified because they are in the industry in which that person operates.

### Social Networking Referrals

In recent years, leading social network sites such as Facebook, Twitter and LinkedIn have added a new dimension to referral marketing. While Facebook and Twitter are popular for making social connections, especially among young people, LinkedIn is the most widely used as a business referral marketing tool.

Here are a few ideas that advisors can use to help promote social media referrals on LinkedIn:

# Concepts

## **First Concept: Client Satisfaction Survey**

It is anticipated that once a year you send out a client satisfaction survey. Send this to your client with a letter asking them to evaluate their relationship with their individual advisor (which is you) and provide a return envelope.

Express your appreciation in some manner – a small token of your appreciation.

- “I appreciate your help in making my practice more successful.”
- “Thanks for taking time to complete my “Client Satisfaction Survey.”
- Send a personal, handwritten thank you note acknowledging that you received the completed survey.

There are three questions on the client satisfaction survey - # 7, #15 and #18 - that relate specifically to referrals and can help you confirm the best referral candidates.

The open response questions at the bottom of the survey will help you uncover information about the client’s willingness to refer.

## **Second Concept: Referral-Asking Checklist**

This is a self-evaluation of each call and how well you do in asking for referrals and introductions. You can keep information on five calls to evaluate your strengths and what needs to be improved.

***To build a successful business relationship today,  
people must like you, they must trust you and feel there is value added  
by doing business with you.***

## **YOUR PERSONAL PLAN OF ACTION**

Based upon today's session, what action will you take? What must you get done?

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**Next Call2Kinder –  
To Be Determined!**



# Client Satisfaction Survey

Please complete this survey . Your feedback will help us serve you better .

Client Name	Advisor Name
Date Completed	Relationship Length (Years)

Please rate your agreement or lack of agreement with each statement . Use a scale of 1 to 5. 1 = No agreement; 5 = Very Strong Agreement. Check the column that applies.	1	2	3	4	5
1. My advisor pays attention to my personal needs and goals.					
2. My advisor delivers the financial services and products that I want.					
3. My advisor is accessible and responds to my requests and needs.					
4. My advisor takes the time to listen to me and communicate with me.					
5. I am participating in a process that is clear and consistent.					
6. My advisor keeps me informed of important issues that affect my planning.					
7. My advisor shows appreciation for the referrals I give to others.					
8. My advisor always tells me the truth, even if it isn't what I want to hear.					
9. My advisor takes the initiative to coordinate ideas with my other advisors.					
10. My advisor cares about my life, family, and well-being.					
11. I feel comfortable calling my advisor and asking for help when necessary.					
12. I am comfortable with the choices that I am offered by my advisor.					
13. I am happy with the amount of face-to-face time spent with my advisor.					
14. My advisor and others at the firm are always pleasant and responsive.					
15. I welcome opportunities to refer my advisor to qualified people.					
16. I am happy with the advisor's planning philosophy and services.					
17. My advisor is receptive to my ideas for improving our relationship.					
18. I understand the types of clients my advisor wants to reach and help.					
19. I believe my advisor is objective in making specific recommendations.					
20. I hope my relationship with my advisor continues for a long time.					

If you were asked to describe your relationship with your advisor and his/her firm in a few words, what would you say?	
Feel free to offer additional comments that will help us better meet your needs.	
Please describe any ideas you have for helping your advisor meet other qualified people and develop new clients.	

# Referral-Asking Checklist

Use this checklist to self-evaluate each call on which you have an opportunity you have to ask for a referral. Check all boxes in which you can answer “yes” to the question. You can evaluate up to five calls per sheet. The more checkmarks per call, the stronger the call. After every five calls, evaluate your strengths and areas needing improvement.

Question	Call 1	Call 2	Call 3	Call 4	Call 5
1. Did you show a sincere interest in discussing the person’s life, family, work and related areas?					
2. Did this part of the conversation feel natural, within your existing relationship?					
3. Did the person express satisfaction with your relationship?					
4. Did you avoid anticipating or building up to the referral-asking question?					
5. Did you give the client opportunities to exit the referral discussion?					
6. Did you make it clear that it’s important to your business to connect with people like the target prospect(s) mentioned?					
7. Did the conversation feel comfortable to you?					
8. Did the conversation help you learn more about the target prospect(s)?					
9. Did the conversation help you learn more about the person whom you asked for a referral?					

<b>Your Strengths</b> (based on the five calls above)	
<b>Areas Needing Improvement</b> (based on the five calls above)	