



**TOTAL CLIENT MODEL**  
WIN AFFLUENT CLIENTS FOR LIFE

# **BECOMING CLIENT-CENTERED**

WHAT IT TAKES TO BE  
CLIENT-CENTERED

# VIDEO TRANSCRIPTION

**John Bowen:** Becoming client centered. Let's examine what it takes to be client centered. Guys, this is so important. It's one of the key drivers of our business. One of the first studies that Russ and I did together was on client-centered and those advisors who are client-centered versus kind of the investment-centered, let's call it, were eight times more profitable. Okay, let me say that again. Eight times more profitable. Now this is back in the early 2000s. We haven't duplicated this, so maybe we should, because the impact was just so amazing. Well, here's the opportunity for you to be much more client-centered by using the total client model. What are we talking about here? Well, what you want to do is you want to understand your clients and address, not only understand, but address what are their dreams, their goals, their values, and challenges.

What we want to do is have a systemic process so that you can do that every single time, as well as if you have other advisors working in your practice, they can do it every time. I mean, this is where the power of this is, putting systems in place, the process. We want you to become deeply client centered. It's all about them, and that you can do your absolute best job for your wealthy clients and without question, this is the greatest benefit because now that you get them, you understand them, what you can do is you can serve them well. And if they feel that you get them, they're going to let you serve them well and you're going to help them make smart decisions about their money to maximize the probability of achieving all that's important to them, taking care of the people they love, the causes they care about, and maybe making a big difference in the world.

That's not a bad calling we have. So, to do that, what do we need to do? Well, we need to have the three C's. And if you have this, I mean you're going to generate all kinds of new business. One of the things when you please clients, when they're extremely satisfied, they become your raving fans. They are marketing apostles and they're going to want to introduce you to the people they care about. They're going to tell their COIs, their accountants, their attorneys, and other professionals they work with how great you are. They're going to share your story. Your story is going to precede you. It's going to make it so much easier to grow your business.

Okay, what are they? How do we become client-centered? It's all around these three C's, and these are the main factors that we've found in our research, so I want to share it with you. Number one is caring. You've got to care about your clients. You have to have empathy. You want to care about where they are, where they want to go, and what are the gaps, and then using your resources, the talent, the strategic partners you have, help them make and achieve, bridge that gap between where they are now and where they want to go. And you've got to do it with empathy. You've got to really care.

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Second is you have to be curious, and this is... the clients want you to get them. They want you to be intellectually involved in the process, that you really want to dig deeper and really understand who they are so you can better serve. And then they want to have you be consultative. In the research, this is really one of the biggest drivers. They want to see that you have a clear and compelling process to address their concerns. You're taking a consultative process so that you're really getting and understand who they are and where they want to go and what are the gaps and then working with your team of experts to make that difference.

And that's really what we see over and over again, if you do these three C's, you're going to generate substantial new business from the new clients that come in, you're going to get more assets under management, you'll be able to provide additional services, and you're going to have be introduced to that steady stream, of pre-qualified, pre-endorsed new affluent client. I mean, this is what it takes to make a huge, huge difference.

Okay. Then what are we going to do from here? Well, let me take you back and let's make it real. So, join me in the next video where we'll make it real together.