

7 Steps to Create Scarcity & Increase Demand for Your Services

1. Classify your clients. Assign the appropriate levels of service to each client segment.
2. Abide by the rules that you created when you classified your clients.
3. Establish office hours and communicate them to your clients. You are a professional and deserve the same courtesy as other professionals. If you make an exception to your office hours, be sure that your clients are aware that this is an exception to your usual practice.
4. Decide where you will meet your clients. To create scarcity, clients should visit you in your office. Only visit clients offsite in extraordinary circumstances and always check with your manager first.
5. Allocate a reasonable - but not excessive - amount of time for each appointment. One hour is ideal for most appointments and 30 to 45 minutes may be sufficient for follow-ups. When booking the appointment, tell the client or potential client how much time you have scheduled for them. If the appointment starts to exceed the time allowed, then end the appointment on time and schedule a follow-up appointment. Always end your appointments on time, even if you aren't scheduled for another appointment. How does it look to a client if you have the leisure to "chat" with them all afternoon? They are likely to wonder why you don't have anything else to do with your time. As well, by finishing on time you show respect for your client's time.
6. Unscheduled Appointments – setting service expectations. Even if you are completing work for a client, you are, in a sense, spending time with them. For some financial professionals, the nature of your role is to take on walk in clients. However, if you have blocked off some time to complete paperwork or phone calls, make sure you try to stick to your plan.

Unscheduled appointments can be disruptive, especially for those financial professionals who are appointment based. From time to time, there are circumstances when you need to meet with an unscheduled appointment. If you are making an exception by taking an unscheduled client, make sure you communicate your exception, so you are not setting an expectation of service. Always try to steer your clients towards booking appointments with you.

7. Determine suitability for new clients. Decide what type of client is suitable for your services and communicate these characteristics to your clients (i.e. not all new clients introduced to you will be suited to see a Financial Planner). You will find that by communicating your area of expertise and services, you will raise the quality of introductions you will receive. In fact, your clients will generally introduce you to prospects that exceed your criteria.