August 2020 Edition #14

PSA UPDATES

The inaugural group of **MFIS PSA Training** is currently undergoing PSA Certification with plans to have everyone PSA Certified on/by the end of 2020.

There were many great developments and enhancements in this initial run of the program as it was rolled out and delivered, making it even more meaningful to those going through it. As you know, we are always looking for ways to improve and enhance the process for all CUSO Partners we service and support.

We look forward to launching the 2nd group of **MFIS PSA Training in September 2020!**

ACE SUMMARY

All Advisory Teams who participated in the **ACE Review Process in Q4 2019** received updates in **June as a mid-Year refresh** on what their primary PSA Goals were for 2020.

I look forward to initiating the **ACE Recognition Process** with you again this Fall and seeing all of the progress! This will be especially exciting for the CUSO Partners who now have access to MFIS Representatives within their organization, allowing them to collaborate in a way that will help get their Financial Planning client base manageable, scalable and profitable. And with the second tranche of MFIS being hired, soon even more partners will have access to these tremendous individuals!

Thank you to those who have reached out to me individually to set up individual calls to discuss specific best practices and situations – I appreciate you allowing me to guide and assist you with all matters that affect your ability to successfully implement the PSA Best Practices.

As always, I'm available if you are looking for additional guidance and support on the specific items outlined in your individual ACE Summary Report.

QUESTIONS FROM THE FIELD

"I am doing most of my Review Meetings by telephone right now due to COVID, is it really that important I offer virtual appointments as well?"

Yes-Yes and another YES! We are no longer in the 1900s and there is **no reason why everyone hasn't adopted this effective client-friendly technology already**. Virtual Meetings are the next best thing to being there in person and provide all of the visual stimulation most of us need to keep our attention held and our interested fully engaged.

Have you ever had someone try to 'talk' you through something over the phone and you were wishing you could see what they were referring to or have SOMETHING, anything to reference the discussion? We all have – and so do your clients. When you have a Virtual Meeting, you have the ability to:

- Screen share the **Agenda** at the beginning of the session – go over and confirm it is okay to proceed
    - You will refer back to this as you transition from topic to topic
- Screen share any of the **portfolios** you may be discussing with them regarding overviews and/or recommendations for changes
- Screen share any **other items needed**:
    - **Research reports** and updated **Financial Plans**
    - Additions and updates to **their PFO**
    - Samples of **documents** you are sending out for signing
    - The sky is the limit here!
- Show them **how to access their Accounts Online** or any **helpful sections of the Website**.
- Show **yourself on camera** so they can see you! It's probably been a very long time since they've seen your face, and this goes along way to staying personally connected with them :)

I had the opportunity recently to meet with a couple of Financial Planners at CUSO over the past few months for a variety of reasons and most were still over the phone, but one was done virtually, and he nailed it! A big shout out to **Dave McCracken** who looks like a **pro with an amazing office backdrop and overall set up** – he looks like he's been doing virtual meetings for years! It's important to remember that despite COVID and working from home, your clients still expect to see you as a 'professional'.

If you haven't approached your organization for the software to get this up and running I highly recommend you do so – and there are many, many options. It doesn't look like things will be changing any time soon so the **month of August** is a great opportunity to get practiced and fully set up for what will likely be a very busy fall of Review Meetings! As for the cameras – they generally come with a built in microphone and USB cable – super easy plug and play! I bought mine for like $50 or so – you don't need to break the bank here. I've attached the new Virtual Meeting Checklist to help you reconnect with your clients in this amazingly effective way!

Sidebar: The teams who use this report it is **so effective** and **their clients love it so much** that some of their older clients who don't like to drive have already said this is a much better way of meeting for them – and isn't this what it's about – creating the best experience for your clients? Also, Advisors I work with who live in large metro areas report many of their clients don't want the 2 hour return trip along with traffic and parking issues – so they are choosing this as their preferred method.

This is also a GREAT option for those of you who suffer from poor winter road conditions – instead of cancelling meetings, you can have the Virtual Meetings. It will never fully replace the face-to-face meetings, but it's the next best thing!

ADVANCED COACHING SESSIONS

The next series of Advanced Coaching Sessions is going to focus on **Working with Your Strategic Partners** – both internal and external. In this webinar you will:

- Learn the difference between a Strategic Partner and a Centre of Influence
- Identify Your Current Strategic Partners – Internally and Externally
- Understand You have "Traditional" Strategic Partners and "Non-Traditional" Strategic Partners – We will Think Outside the Box!
- Develop a Proactive and Professional Approach to Managing these Important Relationships
- Create a Process to Expand Your Current Network of Strategic Partners

Like everything else in the PSA Program, this is about quality over quantity. Having a handful of Strategic Partners can provide you with a steady stream of high quality prospective new clients to supplement those you receive from the branch and within your existing client base.

This session will be offered on **Wednesday, September 9th at 1:05 PST** and you will receive an invite from CUSO if you haven't already! This session will be recorded and uploaded to the CUSO Portal if you are unable to attend.

Your suggestions and ideas for other advanced coaching topics are always welcome :)

MAXIMIZER CRM

Summer can be a great time to manage any **database clean up** on Maximizer. If there are things you've wanted to organize, update, or purge – now is the perfect time!

Set some time aside in August to get some of that out of the way and head into fall feeling organized and on top of things. This might include doing a complete overview and updating of your Hotlist – which should be reviewed and updated daily.

Quick Tips for **Managing your Tasklist**:

- You can choose to 'unsee' completed tasks in the set up of the Hotlist so that all is remaining are the **'outstanding' items** on your list – click on the inverted pyramid to access options.
- You can choose the timeframe for your Hotlist to see "Today", "Tomorrow", "Yesterday", "This Week", etc. using the drop down menu – use the view that makes the **most sense to you**.
- When your task list comes up, if you click on the "Date" column at the top it will **organize things chronologically**.
- When your task list comes up, if you click on the "Task" column at the top it will **organize things by similar description** (i.e. all Relationship Calls together, all upcoming Review Meetings, etc.).
- Set a **weekly reminder for yourself** to check "Past" tasks to ensure nothing falls through the cracks.
- Be sure to defer, delegate and delete (sparingly and only when appropriate) to keep your daily Hotlist manageable.

Enjoy the rest of your summer :)