



October 2019 Edition #4

## THE PSA UPDATE – October Finish & MFIS Launch!

The current group of PSA Trainees from Christian Credit Union is finishing their final PSA Training at the end of **October** and will begin **PSA Certification in November!** Congratulations everyone, you are almost done the theory portion of the training and getting set to move into active implementation : )

We are also delighted to announce the first round of live training of the **PSA for MFIS** will be launched in 2020! Hooray!

## ACE RECOGNITION RESTART – Here We Go Again!

**September ACE Updates** will be the last requested in this format for 2019 – Celebrate HERE! Going forward we will be pulling these reports directly off Maximizer so be sure to have completed the Client Engagement portion of the Client Contact related to the PFO as well as, uploaded their Financial Plan. At this time, we are re-initiating the detailed **Annual Client Experience (ACE) Review** and you will receive specific instructions on how to begin preparing now. In the meantime, if you haven't turned in your September ACE updates, **please do so as soon as possible.**

The **ACE Review** will focus on the following:

- **Pillar 1: Client Analysis** – *Last year, everyone seemed to really excel at this, which is terrific! This really has benefited everyone at CUSO.*
- **Pillar 2: Client Experience** – *Last year, many of you had a great process in place here with full Maximizer Integration while some were working to get this in place. This is a corner-stone of the CUSO brand and an essential part of the client experience.*
- **Pillar 2: Client Onboarding** – *Last year, this was not a major focus because rebranding was the most important CUSO Initiative. This year, it will be examined in more detail.*
- **Pillar 3: Client Rebranding** – *Last year, it became evident that CUSO collectively really needed to focus on this area to ensure their highest value clients were being professionally served in regards to ALL of their wealth needs, not just investments (which they can have managed at Robo for almost nothing).*

## CE CREDITS REQUIRED FOR 2019?

Yes, this is a repeat but it bears repeating: When you fulfill your ACE Review Action items from last year, you will be awarded **19 CE Credits** for full completion of the PSA Program. I'm looking forward to identifying some CE Credit recipients as we complete the ACE Review together this fall.



## QUESTIONS FROM THE FIELD

*“As we ask our clients to bring in their PFO for Review Meetings – how do we keep it up-to-date?”*

This is a great question! And, the last thing we want to have happen is for all of the time and effort associated with rebranding to be a one-time event. You all know the power of compounding – and this situation is no different! The intention of the PFO is this is something they bring to each Review Meeting and we help them keep it organized and up to date. Here are some tips:

- Have any deliverables you create related to how you deliver your **Review Meetings** (updated Financial Plans, Portfolio Reviews, Insurance Needs Analysis, etc.) three-hole punched and ready to put in their binder;
- Check on their progress related to the **Estate Planning Checklist** – if you assigned them homework (i.e. like can you complete the first two pages before our next meeting) follow up on it and praise them for completing it and assign them more OR find out why they didn't and offer your support and encouragement. You are their coach! You help them get things done – things they do think about, but often get distracted from completing!!!
- If you see their binder is getting cluttered with things like **account statements**, recommend they keep the most recent statements in their PFO Binder and store the rest elsewhere. And, if they were my client (and a favorite one) and still paper-based and loved 'saving' statements, I'd offer them a separate binder to keep them in – with tabs that correspond to their various accounts; AND
- Add **new meaningful and timely information!** We will help you come up with some topics so stay tuned for more information on this! This could be something like a simple one-page Important Dates addition that includes among other things, Tax Reporting & Filing Deadlines as well, as Statutory Holidays for 2020. It might include providing them with a nice plastic pocket page to add to the back of their binder to keep specific items secure that don't 3-hole punch easily or they don't want to 3-hole punch (i.e. important originals). Or it, might be a page recommending the various types of ID you take copies of and document for your children for easy access (i.e. Medical numbers, Sin numbers, Passports, Driver's License, etc.). You may also see other very useful items to add to their binder!

We will be providing more information and a group Webinar on this very topic in early 2020 so stay tuned : )

## FINAL QUARTER – *Yes, 2019 is Winding Down!*

This is the time of year that I remind all of the Advisory Teams I work with to take a careful look at your goals **personally and professional** as it relates to everything you had hoped to achieve for this year. Be sure to celebrate and acknowledge the goals you can eagerly stroke off the 'list' and feel great about your progress! Thoughtfully look at what remains and determine what is on your absolute YES list for the last quarter of 2019 – and proceed with disciplined focus and determination. Do not let the *squirrels* get in your way.



Now, I know this year has brought change in many areas not just for Advisors at CUSO, but Advisors everywhere – as was the case *last* year and will be the case *next* year. Do you see the pattern? This

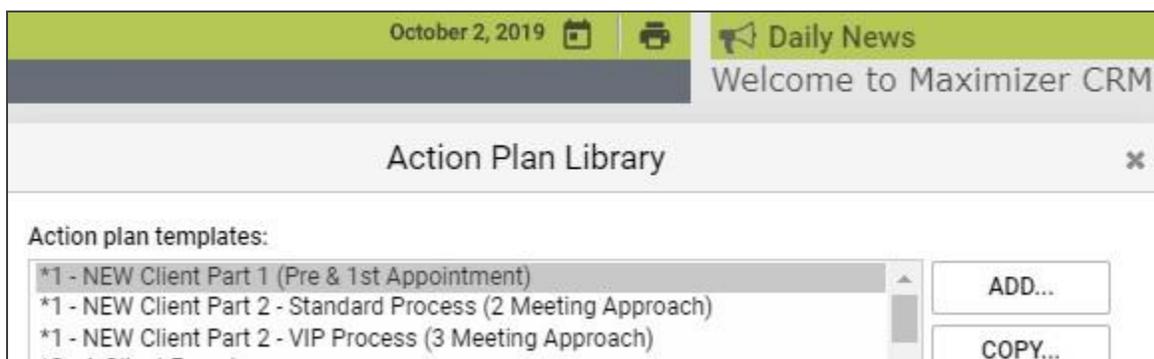
industry is dynamic and will always be evolving, which makes it exciting and challenging at the same time. Always focus on what you can control, not on what you can't. And, when it comes to those things that you can't control, there are always two ways to proceed: Accept, Embrace and Run with it to the best of your ability OR Fight, Resist and Complain about it. We've all been there...

## THANKSGIVING ACKNOWLEDGEMENTS

This is the push week when it comes to organizing the last bit of your **Thanksgiving Cards!** They should all be close to signed, sealed and getting ready to be delivered. Be sure to take extra care and attention for the hand-written greeting for your AAA and AA clients in particular – do them first before your hand cramp sets in! Also, be sure to send them using some beautiful stamps. Lastly, for local clients, we recommend they are put in the mail one week ahead of Thanksgiving and for non-local clients two weeks is best – just to ensure they actually arrive on time : )



We have revised **New Client Onboarding** so that it is updated, streamlined and accommodates the 'accordion' approach to working with the various new clients you take on. This means, it now accommodates the 1-Meeting (D clients), 2-Meeting (B & C clients) and 3-Meeting (A clients) approaches and it looks like this:



Everyone will launch **Part 1** for new clients and then from there you decide if **Part 2** is launched, and if so is it the **Standard** or **VIP approach**. These new Action Plans will ensure that *you* control the sequence that *best fits* for your new client - meaning the activities and tasks that follow are appropriate and meaningful. This simplifies things by removing unnecessary tasks for basic clients and ensuring the red carpet treatment is delivered for your new VIP clients every single time! We are doing some minor fine-tuning on this right now and expect it to be ready for launch and use on **Monday, October 7<sup>th</sup>**!

Stay warm everyone as we move from the warm and sunny days of summer to **cold, crisp days of fall and winter!**