

# Providing an Exceptional Experience

You provide knowledge-based financial solutions to your clients. However, have you ever considered what your most valuable intellectual property is? What might surprise you and many others is that your financial acumen is not at the top of the list. What you know about money is important; however, it takes a back seat to what you know about your clients.

When you take the time to complete extremely thorough profiles of your very best clients and use them wisely, you are able to offer those clients superior service – which not only helps to competitor-proof them, but also has them sending others your way.

## Our Version of KYC - Know Your Clients

It has become an industry standard to 'Know Your Client.' Often, financial professionals will review their clients' previous year's income tax returns and may ask for a copy of their clients' wills. This type of financial reconnaissance is a great start, but to really know your clients, you need to learn about more than just their financial situation. So, what else should you ask that will "help you help your clients" more effectively and efficiently?



Our Client Profile describes the main categories you should be familiar with for each of your high value clients:

- Family
- Business & Career
- Interests & Recreation
- Wealth

It's no accident that 'Wealth' is last on the list – knowing about your clients' money is a given in your line of work. What may not always be a given is that, in addition to asking for every detail about your clients' financial affairs, you should really aspire to glean as much information as possible from your clients about their family, occupation and other interests.

Why does this information matter? Simple: because it sets you apart from other financial professionals. Most clients are with you because they like you, not just because you may have done something spectacular with their money. They especially like you when you show an interest in their lives. The details you know about your clients are the ties that bind.

When you then blend this kind of non-financial information with a highly professional approach, your clients will start to feel like they are part of an exclusive club. Without this proprietary non-financial information, your competitors can only talk shop with your clients. The non-financial information that you know about your clients is one of the main things that keep your competitors at bay.

You can use the Client Profile as a guide for the types of questions to ask when communicating with your clients at review meetings or during relationship calls. For example, you should learn the names of your

clients' children, regardless of their age and dependency. After all, these next generations are the heirs and perhaps should be treated as clients sooner rather than later. Record every detail of your clients' lives, from their culinary preferences to the name of their family pet. If you already know the answers to some of the questions for a particular client, document them. And remember, all individuals servicing your client can and should begin gathering and using this important information.

## The Exceptional Client Experience

By providing high-quality, personalized service based on the knowledge you have of your clients' lives, you can create long-lasting relationships based on trust and you can turn your best clients into advocates.

*"People don't care how much you know until they know how much you care."*

**Theodore Roosevelt**

Your clients will be so happy with this personalized attention they will talk about it with their inner circle of friends, family and associates. These people will compare the great service you offer with the level of attention they are currently receiving (often average at best) and may get the nagging feeling that they are receiving sub-par service from an inferior, financial professional.

In fact, exceptional service is rare these days. It's so uncommon, that people *brag* about this type of service to others. Typically, this brings rise to how mediocre most service providers in general are. Think about the conversations you've had recently in this regard. Is there much of it that stands out for you? This phenomenon is a great example of creating fierce brand loyalty – where your clients bring additional business to you because *they* want to.