



Top Producers' 14 Customer Contact Program

In my extensive research working with financial advisors for the last 20 years, I have discovered that most insurance agents feel that if they maintain annual contact with their clients that they are doing a good job. Most financial planners seem to think that quarterly contact with their client is sufficient. However, please let me tell you that according to research done by Aristotle Brokerage Company you are *wrong, wrong, wrong*.

According to their research, *the average client is dissatisfied at four contacts per year. At seven contacts per year they are neutral to you, and for optimum client satisfaction they recommend 14 customer contacts per year.* Relax, they don't want you to call them on the phone 14 times per year! In my speech, *Ten Secrets of Top Producers*, (which can be purchased on video) I detail our 14 customer contact program with the actual letters and invitations that we use to stay in contact.

Quickly, we recommend you send six newsletters per year. In addition, we generally send a Thanksgiving card also. We then celebrate the holiday season by sending a Christmas gift to our "A" clients or a Christmas card to our "B" and "C" clients. Obviously, if you don't celebrate the Christmas season, do an appropriate remembrance that is meaningful to your client base.

In addition, we recommend that financial planners ask clients their expectations on reviews. Many people feel that quarterly reviews are necessary when managing a six-figure portfolio. However, some clients have a higher expectation and want to be in contact with you at least monthly on larger portfolios. You will only know if you *ask* your client how often they want to review their portfolio. We use an *Expectations Worksheet* to help us determine how many times our people want us to review their portfolios with them. Lastly, we get a weekly Market Update that is e-mailed out and available on our website. (As a matter of fact, these are tremendous marketing pieces for future clients.)

In addition, if you are serious about building a dynamic practice, we recommend having quarterly client events such as appreciation dinners or fun sports outings. Last, remember your client's birthday. I've heard many high-end planners say, "I don't want to do anything that resembles being a traditional stockbroker or insurance agent," but trust me, a phone call or a card on their birthday is much appreciated — especially when it has been done consistently through the years.

Once you have a 14 customer contact program in place, then you have the nerve to do a customer survey on the level of satisfaction your clients have. At the bottom of the survey ask for a referral. You'll be surprised that highly satisfied clients are likely to refer you, and clients who are not very satisfied are unlikely to refer you to other people.

We hope that you'll use the 14 customer contact program to improve your customer satisfaction. If you would like to get the letters and forms that we use, contact us to get a copy of *Ten Secrets of Top Producers* video and workbook that include these letters at a recently reduced price.

Some advisors feel that they cannot afford to spend the money on these types of programs.

They believe that their skill in managing portfolios is all that they need. Many even arrogantly state that their clients don't call them in down times because they have trained them to expect down times. *Please know that you are only one bear market away from finding out how your clients really feel about you. In tough times they want and need to hear from you even more.*

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