

The PARETO SYSTEM

Run Your Business Like a Business and Attract a Higher Quality and Quantity of New Clients

The Pareto System is based on the knowledge that the most effective personalized wealth management is provided when advisors and their clients establish a long-term relationship based on mutual trust.

In order to establish trust, your business needs to be completely organized. This program will take you through a sequential process to:

- Organize yourself
- Organize your clients
- Organize your team
- Define and automate an impeccable level of client service
- Implement a proven process for establishing trust-based relationships with new clients
- Implement a proven process for reestablishing trust and/or enhancing relationships with your existing clients
- Create a framework to troubleshoot and monitor your progress towards your ideal business

Duration and Time Commitment

12 Month Program with approximately 3-5 hours every two weeks.

Access to Pareto Academy

The program is supported and made actionable by the Pareto Academy, which is an online virtual coaching application that contains additional step-by-step resources for implementing the strategies in each module. Resources include videos, articles, scripts, templates and tools.

Program Outline

The Pareto System contains the following modules:



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Module #1: Get Started

Introduction & Orientation

Review of The Pareto System, program resources, and set expectations.

Ideal Life

Determine exactly what it is you want to achieve in life, both professionally and personally. Taking time to go through this concept will add clarity and meaning to your life, which will make future decision-making easier.

Learn how to:

- Identify your personal motivation for making changes to your business.
 - Establish a process to regularly review your personal and business objectives.
 - Ensure that you are using your time effectively and efficiently.
 - Adopt a professional business model such as a lawyer, dentist, doctor or accountant.
 - Make conscious choices about how you spend your time.
 - Establish set hours of availability.
 - Increase business productivity through focused time allocation.
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Module #2: Organize Your Clients

Client Classification

Create a client classification framework based on assets, attitude and advocacy that will effectively sort and organize your new and existing clients in a meaningful way.

Learn how to:

- Define clear criteria for desired assets, attitude and advocacy of an ideal client and establish a clear criteria for accepting or rejecting a potential client on the basis of assets and attitude.

- Establish clear criteria for classifying existing clients on the basis of assets, attitude and advocacy.
 - Finalize your client classification framework for implementation.
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Rightsizing

Utilizing the client classification framework, gain clarity on where the value really exists in your business and focus on what matters; your best clients.

Learn how to:

- Identify your most valuable clients.
 - Implement a strategy for reducing the number of less desirable clients.
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Module #3: Create the RAVE Factor

FORM (Family, Occupation, Recreation & Money)

Create a structure to maximize chemistry and rapport with your best clients by tapping into what is important to them. It is a pre-requisite to providing the highly personalized service they deserve and expect to receive from you.

Learn how to:

- Build the foundations for client-focused relationships that transcend money.
 - Increase your awareness and understanding of the specific needs, desires and goals of your best clients.
 - Enhance the level of trust you and your team have with your best clients.
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Advocate Service

Elevate the client experience and ensure you and your team deliver ongoing client service with the highest degree of consistency and predictability. Consistency is a fundamental element of trust and overall client satisfaction.

Learn how to:



- Improve client loyalty and build higher levels of trust with your best clients.
 - Implement a fixed service program for each client classification group.
 - Use time, energy and money resources efficiently in delivering the Advocate Service.
 - Create procedures for each service activity to ensure consistent and flawless delivery.
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Module #4: Introductions

Rebrand how you ask for referrals by implementing the Introduction Process, which positions the concept of referrals as a true value-added service you provide to your clients.

Learn how to:

- Leverage your clients' desire to be helpful to others and understand the dynamics of how referrals happen.
 - Integrate the Introduction Process into each meeting you have with your clients.
 - Increase the greatest odds of success by working with those clients that already have the right assets and the attitude.
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Module #5: New Client Process

Refine, develop and deliver a process for onboarding new clients. Ensure consistency for every client you bring on, which is an important aspect of your future refer-ability.

Learn how to:

- Create predictability for the advisor and team in the process of bringing on a new client.
 - Ensure that each new client has the identical experience when they become a client.
 - Create high levels of trust and rapport with a new client that will last for the duration of your partnership.
 - Demonstrate through your new client onboarding process, and your actions, the clear difference between you and other advisors.
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Module #6: Existing Client Process

Refine, develop and deliver a process for existing clients. This highly structured, client-focused approach will ensure that all of your existing clients are working with you in the true spirit of partnership.

Learn how to:

- Enhance your relationship with existing clients and implement a clear and precise structure for your revised financial planning activities.
 - Outline the advantages of your improved process to existing clients.
 - Convey your Introduction Process to your existing clients to ensure they know how to introduce others.
 - Deliver a PFO (Personal Financial Organizer) to your clients.
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Module #7: Business Management

A well run professional business does not happen by accident. Create organization and clarity in the operation of your business and initiate high levels of quality control through process development.

Learn how to:

- Examine the current structure and organization of your financial planning team.
 - Identify the tasks that each member of the team is responsible for.
 - Effectively and efficiently delegate/communicate tasks and activities within your team.
 - Review and document every aspect of your financial planning practice.
 - Create a procedures manual.
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Module #8: Reality Check

A final review of the implementation efforts will help you stay the course.

Learn how to:



- Define the purpose of your business.
- Provide an accountability mechanism to ensure ongoing implementation of business systems.
- Efficiently utilize the resources you have to operate your business.



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