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The Trifecta Of A Successful Wholesaler

Yes, the truism of sales in the financial industry is "control what we can control" and by the way, with a relentless focus and passion. The 3 variables for sales success are #1 our **Visibility**...#2 our **Reputation** and #3 the **Performance** of the products we sell. Stated very simply, we do not control the performance of products. We only control our professional visibility and reputation. If we have max visibility with a fabulous reputation, and top product performance so happens to coincide, the pay-off can be life changing. As a dedicated sales person we have no choice but to control & elevate our visibility and reputation!

#1 VISIBILITY

Visibility is the only variable that creates the necessary awareness among your prospects, clients and loyal customers. Visibility initiates, builds and enhances our client / customer reputations. Having elevated visibility will enable you to also elevate your reputation. Below is the formula to elevate your visibility.

Directional Visibility

The **Where** and the **Who**. Define and activate the direction (the **where**) of your ongoing visibility efforts within your territory. Develop your territory's list / CRM (the **who**) categorized A,B & C's by the cities, firms, advisors, PW advisors, teams, RIAs, COIs, etc. With the "**magic of advice**" this list will continue to grow! *

Functional Visibility

The **How** and the **When**. Decide on the actual contact methods in **how** you are maximizing your visibility. Activate and map (*calendar those days*) **when** you are regularly calling, emailing or using LinkedIn, etc. to contact your categories of prospects, clients, COI's, etc. These contacts will range from intros, catch-ups, service and other responsibilities.

Take Control & Own It

Visibility is the top priority! Make your visibility efforts memorable. **Take control** of your calendar and **own** these required actions weekly, monthly and quarterly. For example, 3 hours per week to existing clients, 1 Tuesday per month to prospects, 1 Thursday afternoon per quarter connect with PW teams, various COI's, etc.

* **magic of advice**: Ask your contacts for advice as to who else they feel would like to know more about your partnership / offerings. Have you ever been asked for advice? If so, it is difficult not to give it, right :)

#2 REPUTATION

Reputation defines careers! Reputation is built with existing relationships. Elevate your professional status and reputation actions. No surprise, those with stellar reputations set themselves up for stellar sales success. Below is the formula to elevate your reputation.

Activate Listening Skills

Listen and connect in like-kind with one of the three ways your client prefers. A person typically uses one of three. Here are your clues:

Visual: "I see what you mean" or " Ah, now I see what you are talking about."

Vocal: "I hear what you are saying." "Can you tell me more about that?" "Discuss how this is important to me."

Feel: "I have a good feeling about this." "This does not feel right." "This feels really good for our future," etc.

Engage with Clients

Center your communications on influencing authentic relationships. Refine the skill of asking open-ended questions. It is a low effort tactic with big returns. Emphasize your client engagements with the following themes:

- Provide them with _____
- Support them with _____
- Recognize them with _____
- Encourage them with _____
- Show care for them with _____
- Equip them with _____, Etc...

Add Value For Clients

Build and retain lasting brand loyalty. Strengthen your sales machine by keeping your clients informed and ultimately elevating your reputation by consistently adding value with:

- Timely education on financial topics
- Simplify the complexities
- Invite to community related events
- Financial Ed sessions for children, etc.
- Updates on their favorite hobbies
- Invite to topical & timely presentations
- Etc...



Daily use of **listening skills & responses**. Designate "**engagement & value add action days/ hours**" in monthly, weekly calendar & execute.

#3 PERFORMANCE

We do not control performance of our products. That is in the hands of the those who manage or develop the products...ie, portfolio managers, product developers, etc. A top professional sales person is always prepared to set proper performance expectations, updates & reasons.

✓ **Set Performance Expectations**

✓ **Deliver Performance Updates**

✓ **Explain Performance Reasons**

We Cannot Control The Wind But We Can Control The Sail.