

# **Referral Builder System™**

**Advocate-Based Marketing System  
for Financial Advisors Who Want  
to GROW Their Businesses**

**Advisor  
Solutions  
Network  
[asn360.com](http://asn360.com)**

# Presentation Outline

Listen to audio portion at  
[asn360.com/referralbuilder.asp](http://asn360.com/referralbuilder.asp)

## 1. Referral Builder System™

What is it?  
The Foundation  
HOW and WHY does it work?  
What kind of results can I expect?  
Delivery Options

## 2. Coaching Program

What is it?  
WHY does it work?  
Program Syllabus  
Tracking System

## 3. Program Details

Your Coaching Team  
Program Qualifications  
Program Tuition  
A Few Good Advisors...



## What is Referral Builder?

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Referral Builder is a **time-tested** marketing system that enables financial advisors to get **more and better referrals** from existing clients and COIs

**This is NOT your typical referral program!**

It is a complete **loyalty system** that will enable you and your team to **turn clients into advocates** in consistent and deliberate way

When you implement this loyalty system as designed it will **transform your business** in a meaningful way.



# The Foundation



## Maximum Impact Marketing\*

- Clear and **compelling** story
- Told to the **right** people
- Using the **right** approach

## Advocate-Based Marketing\*

- The key to getting referrals is to turn clients into advocates  
BUT please understand that...

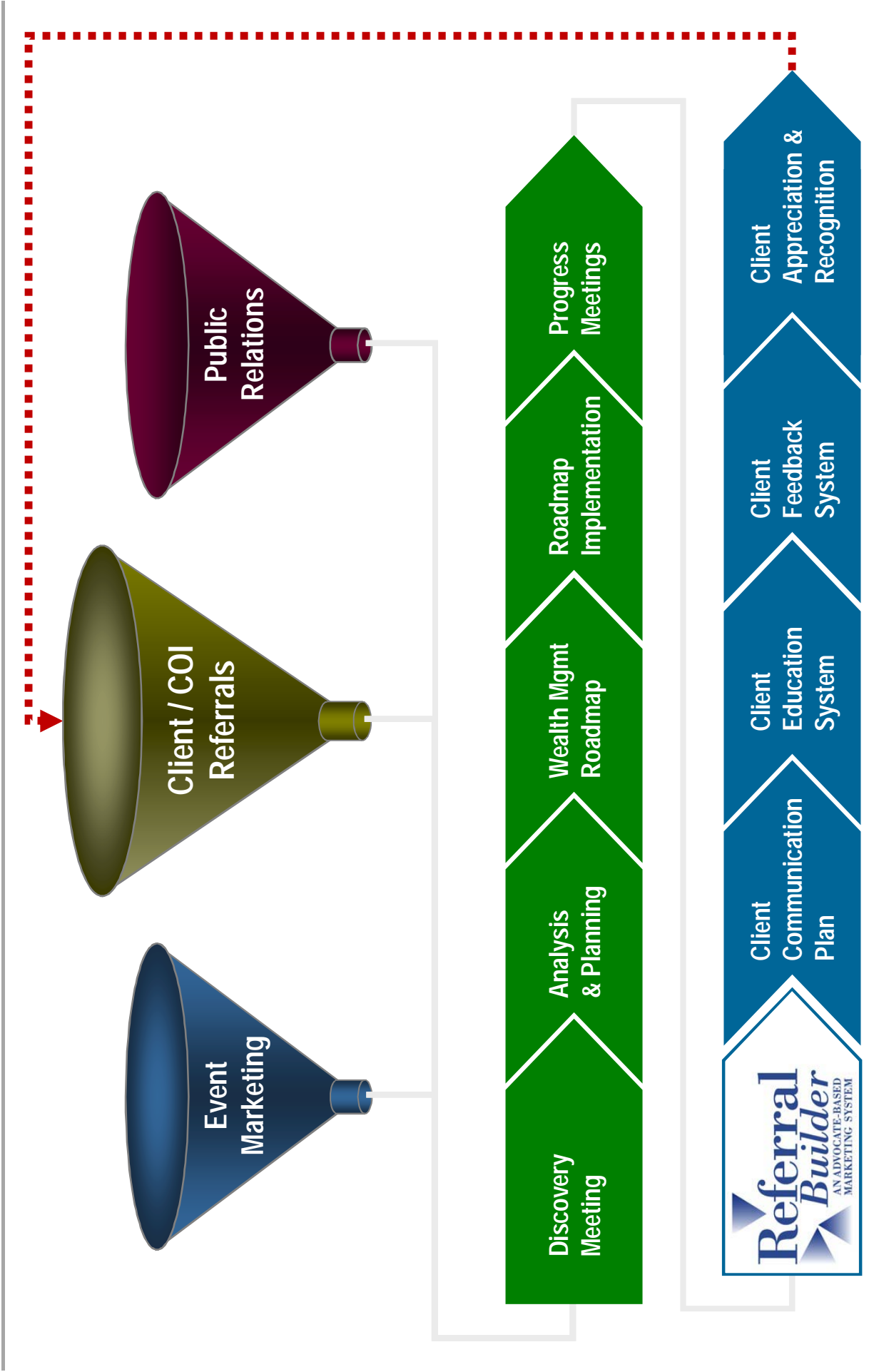
**advocacy begets advocacy!**

If you want your clients to become stronger advocates for you,  
you first have to become a stronger advocate for them

\* **Download white papers at [www.asn360.com/articles.asp](http://www.asn360.com/articles.asp)**



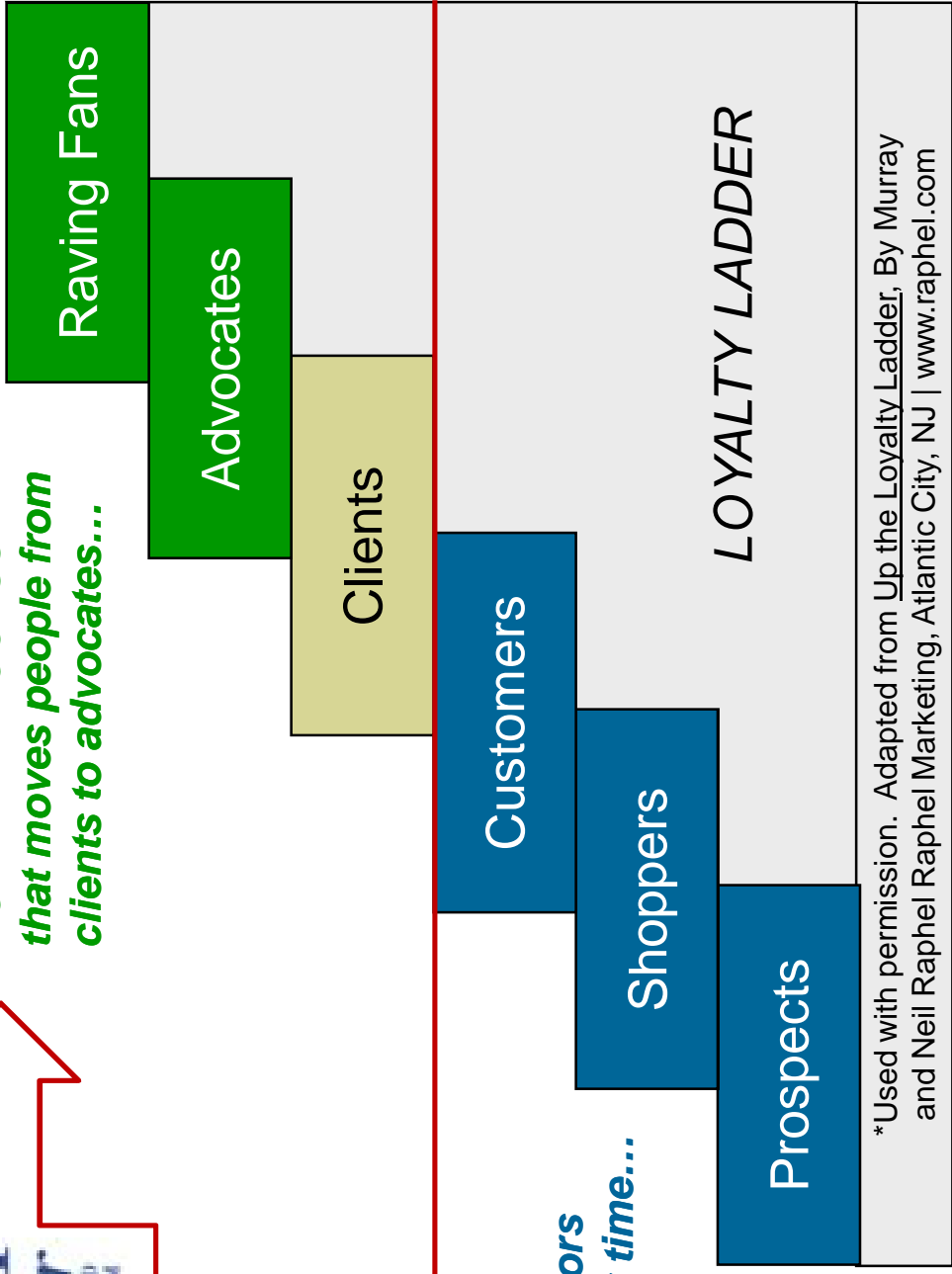
# HOW does Referral Builder work?



# WHY does Referral Builder work?



*Referral Builder is a  
LOYALTY PROCESS  
that moves people from  
clients to advocates...*



\*Used with permission. Adapted from Up the Loyalty Ladder, By Murray and Neil Raphael Raphael Marketing, Atlantic City, NJ | [www.raphael.com](http://www.raphael.com)



# What kind of RESULTS can I expect?

## Phase 1: STORY Builder

- ➔ **Clear and compelling story**
- ➔ **Clarity of purpose**
- ➔ **Conviction**



## Phase 2: ADVOCATE Builder

- ➔ **Greater client loyalty**
- ➔ **More and better referrals**
- ➔ **More assets / money / fun**

# Delivery Options

- 1. 14-week Coaching Program**
  - STORY Builder + ADVOCATE Builder
  - Limited to 15 advisor TEAMS
  - Company-Specific OR Open Enrollment
- 2. Maximum Impact Marketing Boot Camp**
  - 3 – 5 days; up to 30 advisor teams can participate
  - Can be customized to your organization
  - Ideal as value-added program for managers/ m-fund companies
- 3. Enterprise License w/ Train-the-Trainer Option**
  - Brokerage firms, custodians, broker-dealers w/ 100+ advisors
  - Private label and train-the-trainer options available
  - Ideal as value-added program for managers/ m-fund companies



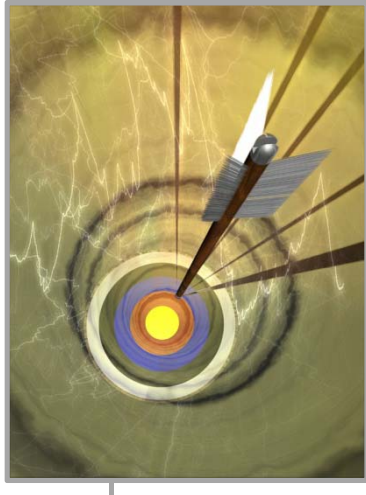
# 14-week Coaching Program



- 1. (14) Web Conferences**
  - Weekly calls; 60 minutes each
  - Specific projects after each call
  - 50% review + 50% new material
  - Phase1, STORY Builder , 7 calls
  - Phase 2, ADVOCATE Builder , 7 calls
- 2. (7) Individual Sessions**
  - Bi-weekly; 30 minutes each
  - After web conferences #2, #4, #6, #8, #10, #12, #14
- 3. Referral Builder System™**
  - STORY Builder + ADVOCATE Builder + AUDIO CD
- 4. ClientTalk™ One-Year License**
  - Online survey tool; unlimited number of surveys for one year
- 5. Investor DNA™**
  - Unique online assessment that looks at investor behavior
  - Excellent prospecting tool



# WHY does it work?



1. This is a **high touch / high impact** program for serious advisors
2. Led by a team of **highly experienced coaches** who are passionate about helping advisors succeed
3. A **professionally designed curriculum** ensures maximum transference of best practices into your business
4. Participants are **grouped by level of experience** and success
5. Highly **interactive environment** allows peer-to-peer coaching
6. Advisors receive **personalized** coaching *and* consulting
7. All **team members** are encouraged to participate
8. Critical activities **closely monitored** to ensure maximum results
9. A **80% participation level** is required to remain in the program
10. This loyalty system becomes a **permanent** part of your business

**More Advocates → More Referrals**



# Coaching Program Syllabus



## 1. Phase 1: STORY Builder

- Web Conf #1, Maximum Impact Marketing
- Web Conf #2, Defining Your Core Values ©
- Web Conf #3, Defining Your Investment Philosophy
- Web Conf #4, Defining Your Points of Distinction ©
- Web Conf #5, Drafting Your Mission Statement
- Web Conf #6, Defining Your Investment / Wealth Management Process ©
- Web Conf #7, Drafting Your Biographies / Developing Your Brochure

## 2. Phase 2: ADVOCATE Builder

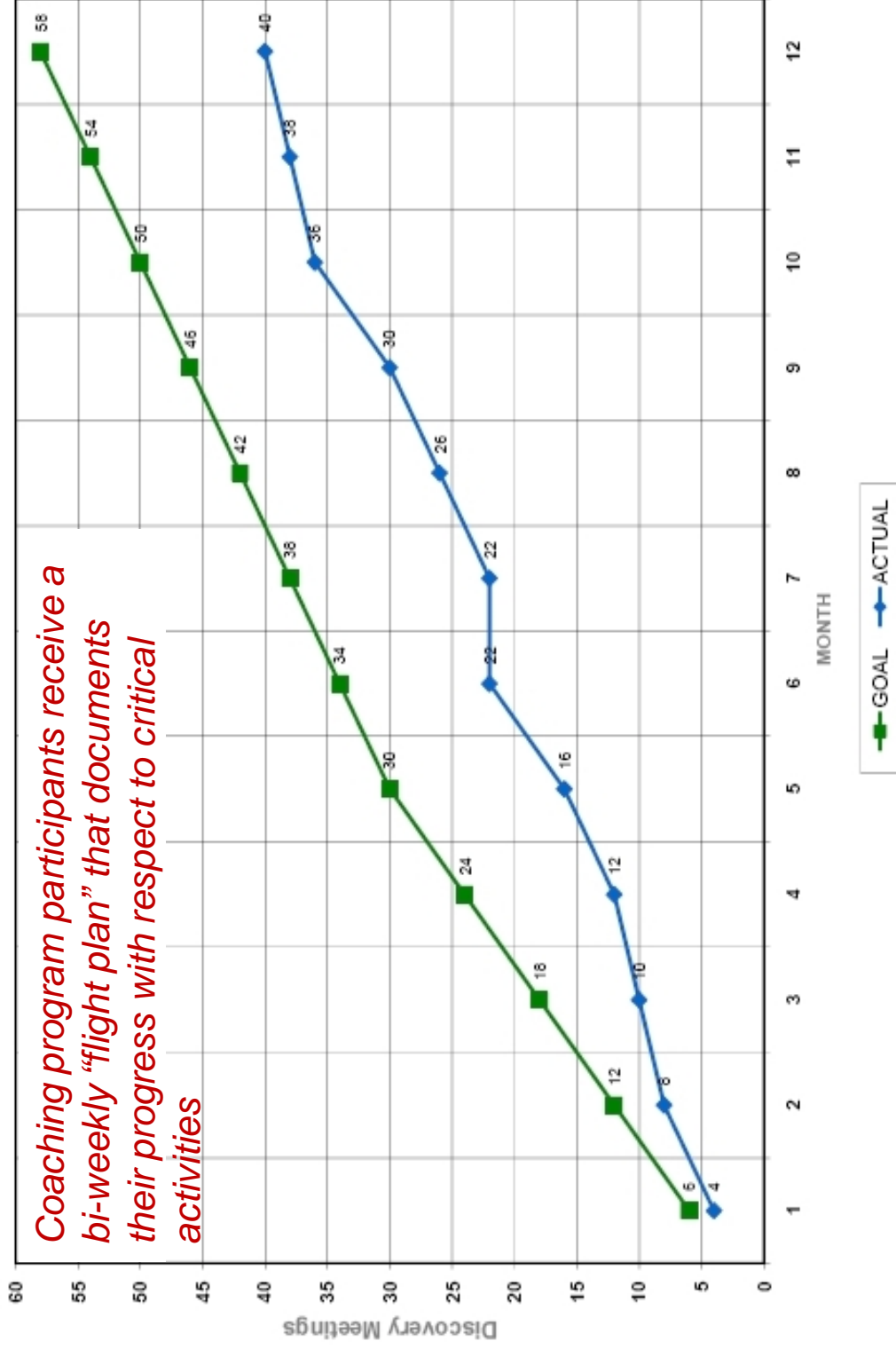
- Web Conf #8, Developing Your Key Client List ©
- Web Conf #9, Developing Your Professional Services Network™
- Web Conf #10, Implementing Your Client Advocate Campaign™ ©
- Web Conf #11, Implementing Your Client Advocate Campaign™
- Web Conf #12, Implementing Your Professional Advisor Campaign™ ©
- Web Conf #13, Implementing Your Professional Advisor Campaign™
- Web Conf #14, Fine Tuning Your CAC™ & PAC™ Meetings ©

© indicates individual coaching session after these web conferences



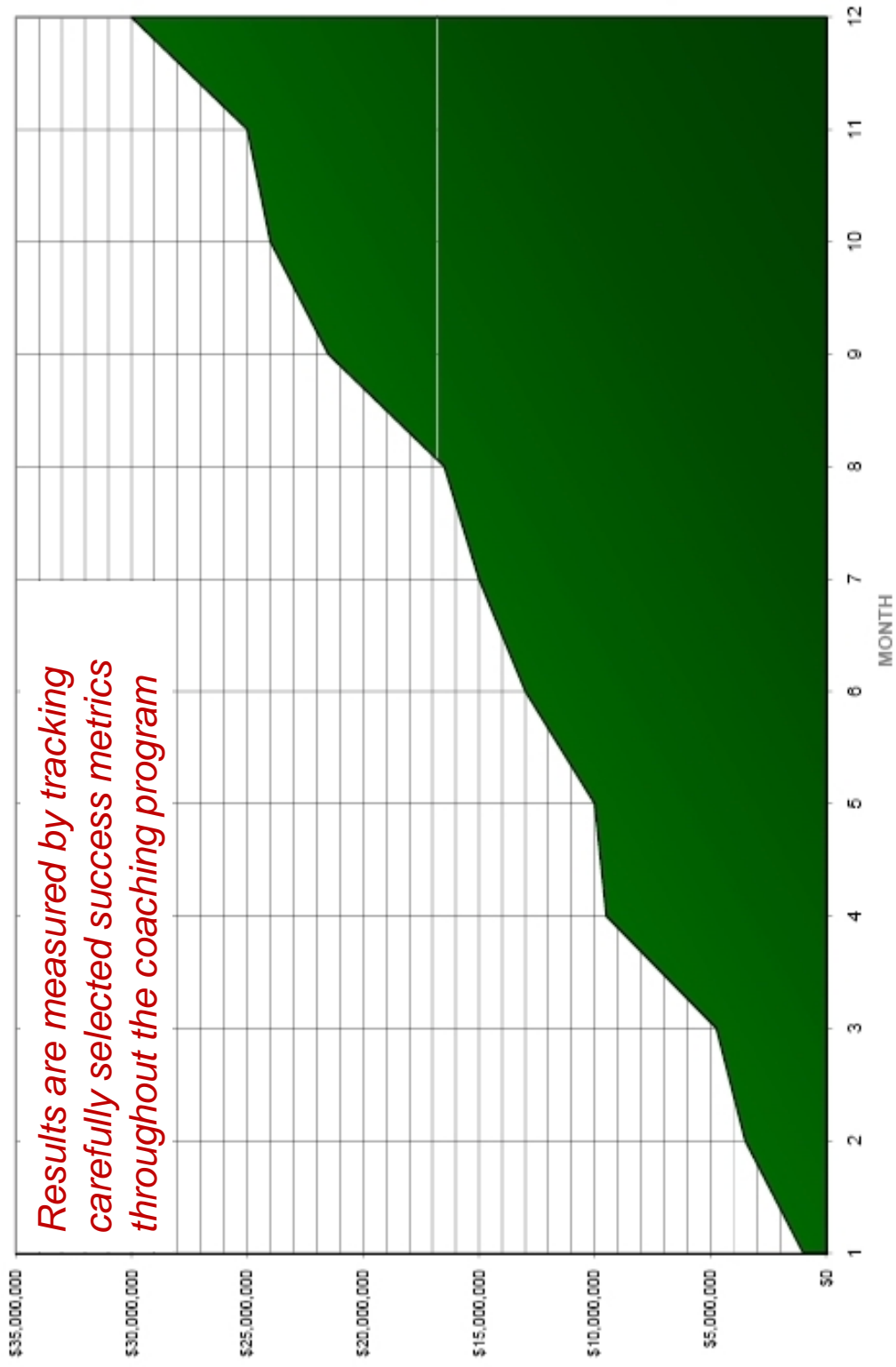
# Tracking System

Flight Plan for Advisor Name



# Tracking System

New Assets for Advisor Name



# Your Coaching Team

## 1. Steve Saenz – Founder, Advisor Solutions Network

- Developer of the Referral Builder System™
- 25 years of industry experience
- One of the industry's first practice management coaches



## 2. Steve Barger – Founder, The Barger Group

- Developer of ClieTalk™ and Investor DNA™
- 30 years of industry experience
- “Father of Practice Management” and “Godfather of Value”



## 3. Andrew Klausner – Founder, AK Advisory Partners

- Has developed multiple B/D advisor training programs
- 26 years of industry experience
- Marketing and sales and product management expertise



## 4. Kathryn Hayden – Principal, AK Advisory Partners

- Results driven leader with proven marketing, managerial and leadership skills
- 37 year financial services veteran
- Expertise includes delivering increased sales, revenues and profitability



# Program Qualifications



- 1. Attitude & Commitment**
  - Serious about raising the trajectory of your business
  - Willing and able to participate at an 80% level (minimum)
  - Willing to involve your entire team
- 2. Business Model**
  - Consultative approach to working with clients
  - At least 50% fee-based
- 3. Client Centric**
  - Committed to delivering an exceptional client experience
- 4. Experience & Success**
  - Three years, or more, as an advisor or relationship manager
  - Annual revenues of \$300,000 or more
  - Coaching groups are organized by experience and production

# Program Tuition

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## 14-week Coaching Program = \$4,995

- STORY Builder (60 pages) + ADVOCATE Builder (80 pages) + AUDIO CD (78 minutes)
- 14 web-based teleconferences
- 7 individual sessions
- One-Year ClieTalk™ License
- 50 Investor DNA™ Profiles

**This program comes with a 100% money-back guarantee**



**We are looking for a few exceptional advisors...**

If you are serious about **GROWING** your business in 2010, please go to [asn360.com/referralbuilder.asp](http://asn360.com/referralbuilder.asp)

- Detailed program information
- Coaching calls recorded live
- Success stories & testimonials
- Articles and white papers

Thank you.

[contact@asn360.com](mailto:contact@asn360.com)

