

# The Value Of Advice

AQ102FSG



## About The Workshop

Being able to articulate the value of advice, the justification of why a client should pay for the advice they are getting, and what value they are receiving both actual and perceived is often done poorly in the client engagement process.

This workshop is about 'bringing it all together' and knowing how to communicate the value that you as an adviser bring to your clients. So how do you build value starting from the first meeting and how do you communicate this to the client? How do you show the client that the fee they are paying you now is well worth it, and an investment for what they will achieve with you in the future?

Trust is key in building value within your process. If you know how to communicate your process and position yourself, and show the client exactly how you can add value you will not have to resort to 'sales' techniques to get your clients agreement. In this workshop you will learn how to give the client a clear idea of what to expect and then deliver this to them in such a personal manner that they will be compelled to want to have a relationship with you. These are the crucial ingredients you MUST get right in a client interaction, in the first meeting to prevent client objections and easily and effortlessly have the client's authority to proceed.

## RG146 Compliance

This module fulfils elements of ASIC's RG146 'Skills Requirements'- Establish Relationship With Client, Identify Client Objectives, needs and financial situation, Present appropriate strategies and solutions to the client, Negotiate financial plan/policy with client, Coordinate implementation of agreed plan. Also 'Specialist Knowledge (A2)' requirements for advisory functions and legal environment disclosure and compliance requirements.

## CPD Points

CPD points application in progress. Points may be awarded to this module late 2009.

## Topics Covered

- The 7 step process for success in articulating your value
- Linking financial goals and objectives with client's values and life plans
- Taking an apples to oranges approach to positioning yourself
- Explaining fees and services and pricing model clearly and concisely
- Head stuff: Self belief in your service and the value you add
- Using client objections as building blocks

## On Successful Completion

You will gain confidence and heightened comfort levels in discussing fees and charges and the value that the financial planning process brings to your client's life. You will be able to identify exactly where and how you are adding value to your client's life through the financial planning process and to be able to communicate this clearly, confidently and in a manner that builds trust and achieves your commitment to the cost of your advice and the process.

## Materials Provided

Comprehensive participants guide and notes

Book: "Communicating The Value Of Advice: 7-Tips for Getting Your Clients to Pay For Your Advice Without Any Objections"

## Workshop Skills Practice

Communicating The Value of Advice

Case Study -Skills Practice

Total Skills Practice duration: 60 minutes

Location: Sydney/ Melbourne

Duration: 1 day

## Assessment

Post Workshop Assessment: Participants will demonstrate that they are confident and are able to communicate the value of advice whilst answering client questions and dealing with objections. They will receive verbal & written feedback from their coach and be deemed competent or not yet competent based on the results.

## Pre-requisites

- AQ101FSG-Communicating The FSG
- AQ102FF-Exploring Client's Goal's & Objectives
- AQ101FF-Deconstructing the Fact Find
- AQ103FF-Conversational Fact Find
- AQ104FF-Designing Client Actions
- AQ105FF-Formalising the Relationship
- AQ106FF-Risk Profile Questionnaire

## Who is this workshop for?

- Individuals looking to enter the industry in a financial planning role
- Advisers wanting to excel in their client facing and client engagement skills and to improve their conversion rates
- Advisers currently completing their DFS or ADFS who want to gain the 'skills' that will help complement the technical studies undertaken in their diploma
- BDM's and financial planning managers who coach and train advisers on a daily basis

## Your Investment:

\$450 (inclusive of GST)

To REGISTER GO TO [www.adviserQuest.com](http://www.adviserQuest.com) OR CALL US ON 1300 886 907

