

ABS Shows Advisors How To Create Their Very Own Personal Lead Program

ABS can genuinely help advisors develop their own personal lead program. Let's assume a particular advisor has X number of existing clients, and X number of prospects in their client /prospect database. By applying a simple process of communication, advisors will secure their client's retirement, and their own future, in the business of retirement planning.

ABS often talks about "reframing", a process of changing the perspectives of both the agent and the client. You have all heard the old adage that the only thing constant is change, but still we can all find examples of things that have not changed in years. If you believe your practice has not changed much in years, and you want a positive infusion of activity, leading to more sales, ABS can help you change your practice. A self-generating lead program is both simple and effective. Consider the cost of not changing what you do. If you decide not to change, but expect different results, applying the definition of insanity, "you have an insane practice".

Let's focus on the most important person in the world to ABS, -you! ABS works for the advisors who choose to work with ABS, that's the relationship. Our customer, the advisor, is #1. Advisors realize that clients choose whom they want to work with, and hence the advisor's client is their top priority. Your client can choose to continue working with you, or they can speak with a new advisor. What is it that would allow this to happen? A new advisor may ask your client a few questions, and before you know it, the new advisor is on the inside, and you are out. You know the questions, but let's put a few of them out there.

- **What are the two most important issues regarding a retiree's savings?**
- **Can clients truly withstand the next bear market?**
- **Do clients have the income they need in retirement?**
- **Are your clients truly prepared, should they or their spouse need a nursing home facility?**
- **What would happen if your clients were to become incapacitated, or pass-on and they did not have a will, a trust, a healthcare directive, or a power of attorney in place?**

We all need to prepare our clients for these concerns, and if we don't, a new advisor will step in and take our place.

It obviously makes sense to all of us, that we need to maintain more than simple communication with our clients, we need to maintain a working relationship, and there is a difference.

Since it makes sense to continue communication with all of your clients, there in lies the opportunity for a self-generating lead program. You and your client need to maintain a working relationship. For their sake, safe retirement plan, and for yours, a solid future in retirement planning,-that's what we all do! You will have the opportunity to continue to help these clients through the life cycle, and eventually clients need to be prepared for retirement. How many of your clients do you think are genuinely prepared? ABS will assist you with "A Safe Plan for Retirement", you will assist your clients, and they will be grateful, and allow you to help their friends and family. If you are genuinely speaking with them at regular intervals about these concerns, and putting plans in place, then how is someone else going to step-in, and put you on the outside, looking in? A new advisor will simply not be able to do it!

Advisors who take this simple holistic approach will obviously do more business, as they truly take care of all of their client's retirement needs. Makes sense doesn't it? To test this simple theory, consider yourself as an agent attempting to step-into a prospect's life, when the prospect is already the complete client of some other advisor. This prospect of yours has a retirement plan in place, has already adapted their retirement planning strategies to address the retirement concerns previously mentioned, and now that prospect is already sleeping peacefully at night.

Advisors already have a long list of clients with whom they can simply do more business, (read: self generating lead program here), by successfully preparing these folks for a long retirement. You can begin by asking clients and prospects if they have friends who have been affected by the stock market down turns of recent years, or whether or not they have friends and family who simply could use your guidance in preparing for retirement. Don't you think these happy clients of yours will simply give you the names of friends and family who also need your help?

You have the ability to change the perspective of your client, and give them a view from 40,000 feet up, of what they could do to enhance and safeguard their retirement savings, leading to a more joyous retirement! You will have the program in place to enjoy a fantastic career in this business.

ABS will provide you with everything you need, client letters, advertisements, software, questionnaires, presentations, calculators, and believe it or not, more! ABS representatives are objective and knowledgeable. Call us today and grow your practice.