Flexible Plan Investments, Ltd.

Your partner in active wealth management

DYNAMIC RISK-MANAGED INVESTING | STRATEGIC DIVERSIFICATION | MANAGING INVESTOR EXPECTATIONS

Michael Heavey

Product Specialist and
Eastern Divisional Sales Manager,
Flexible Plan Investments

WEBINAR SERIES

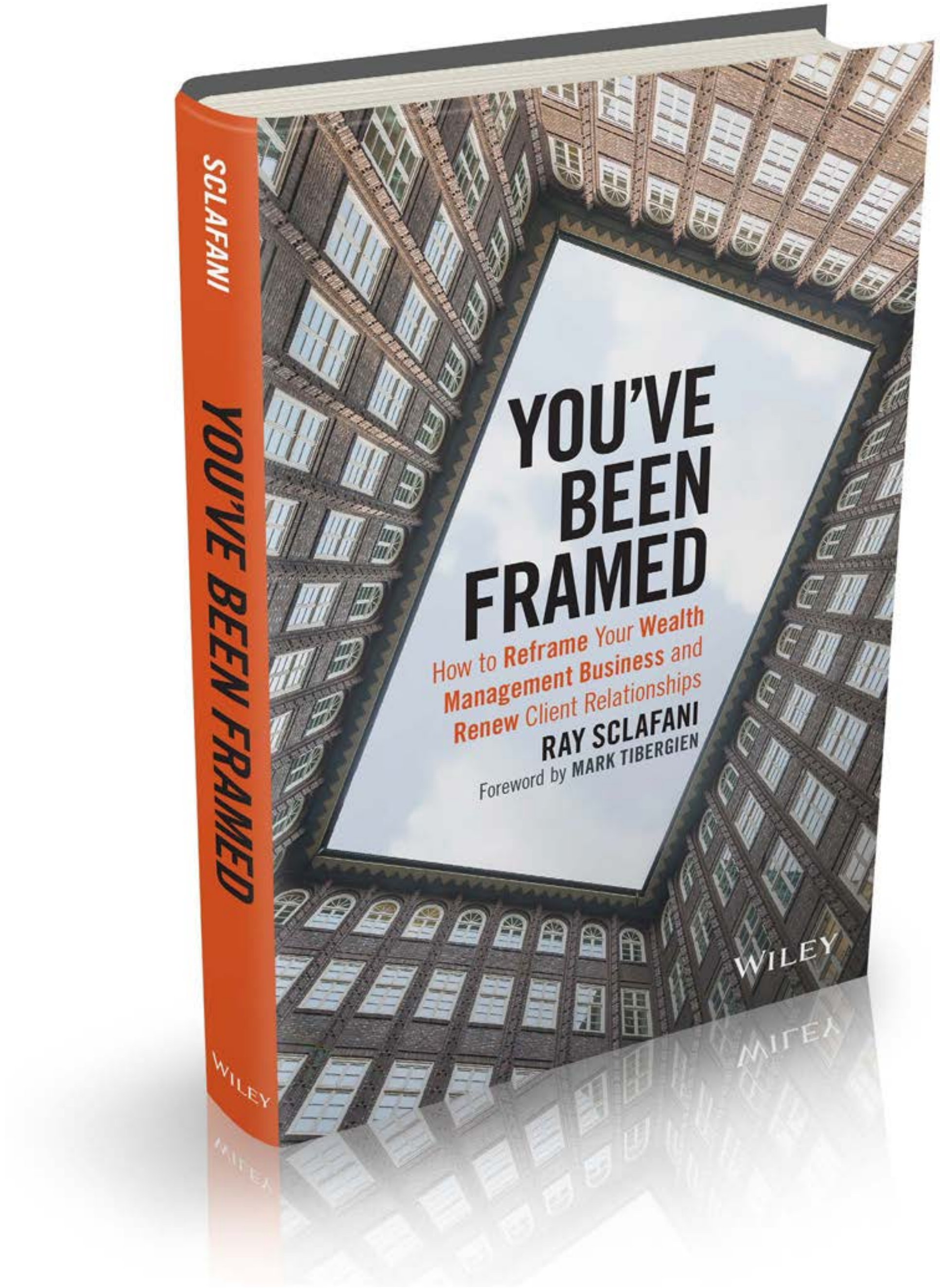
How to Reframe Your Wealth Management Business and Renew Client Relationships

With featured speaker Ray Sclafani, Founder of ClientWise

Practice Management

YOU'VE BEEN FRAMED

Noble Profession


SCLAFANI
YOU'VE BEEN FRAMED
WILEY
YOU'VE
BEEN
FRAMED
How to Reframe Your Wealth
Management Business and
Renew Client Relationships
RAY SCLAFANI
Foreword by MARK TIBERGIEN
WILEY

Morgan Stanley

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TD AMERITRADE

UBS

Pershing Advisor Solutions®

What’s A Frame?

The frame is constructed of those words the client, the media, your team, or anyone else uses to describe what it is that you do and the way in which you do it.

The Five Levels of Framing™

How Do You Want To Be Framed?

1. Personal

How Do You Want To Be Framed?

2. Firm

1. Personal

How Do You Want To Be Framed?

3. Team

2. Firm

1. Personal

How Do You Want To Be Framed?


4. Advocate
3. Team
2. Firm
1. Personal
How Do You Want To Be Framed?


5. Industry
4. Advocate
3. Team
2. Firm
1. Personal
How Do You Want To Be Framed?

What the Best in the Business Don't Want You to Know

WEALTH MANAGEMENT PRACTICE REFRAMES FOR THE TWENTY-FIRST CENTURY

OLD FRAME	NEW FRAME
REFRAME 1 I provide my clients with one particular financial service.	**1** **REFRAME 1** I provide my clients with comprehensive wealth management that begins with outcomes-based financial planning.

Wealth Management Reframed

Areas of Wealth Management™

Investing	Financial Planning	Financial Management	Financial Reporting
Risk Management	Family Continuity	Trusteeship	Philanthropy

What the Best in the Business Don’t Want You to Know

WEALTH MANAGEMENT PRACTICE REFRAMES FOR THE TWENTY-FIRST CENTURY

OLD FRAME	NEW FRAME
REFRAME 2 I sell to my clients.	2 **REFRAME 2** I partner with my clients.

Death of the Salesman…
or Saleswoman

What the Best in the Business Don’t Want You to Know

WEALTH MANAGEMENT PRACTICE REFRAMES FOR THE TWENTY-FIRST CENTURY

OLD FRAME	NEW FRAME
REFRAME 3 I am the best at serving my clients	3 **REFRAME 3** My team is the best at serving my clients.


Lone Ranger to Leader™

Surrender Independence
For I<u>nter</u>dependence

What the Best in the Business Don't Want You to Know

WEALTH MANAGEMENT PRACTICE REFRAMES FOR THE TWENTY-FIRST CENTURY

OLD FRAME	NEW FRAME
REFRAME 4 I know what is of value to my clients.	4 REFRAME 4 My clients and my team work together to define what value they need and what value my team can provide.

ClientWise Definition of a Team:

ClientWise defines a **true team** as a group of people who are fully committed to mutually defined and extraordinary success of the group as a unit and hold themselves mutually accountable for the achievement of that success as well as the methods by which that success is achieved.

If you want to go fast, go alone.

If you want to go far, go together!

— African Proverb

The Next Generation of Advisors

What the Best in the Business Don't Want You to Know

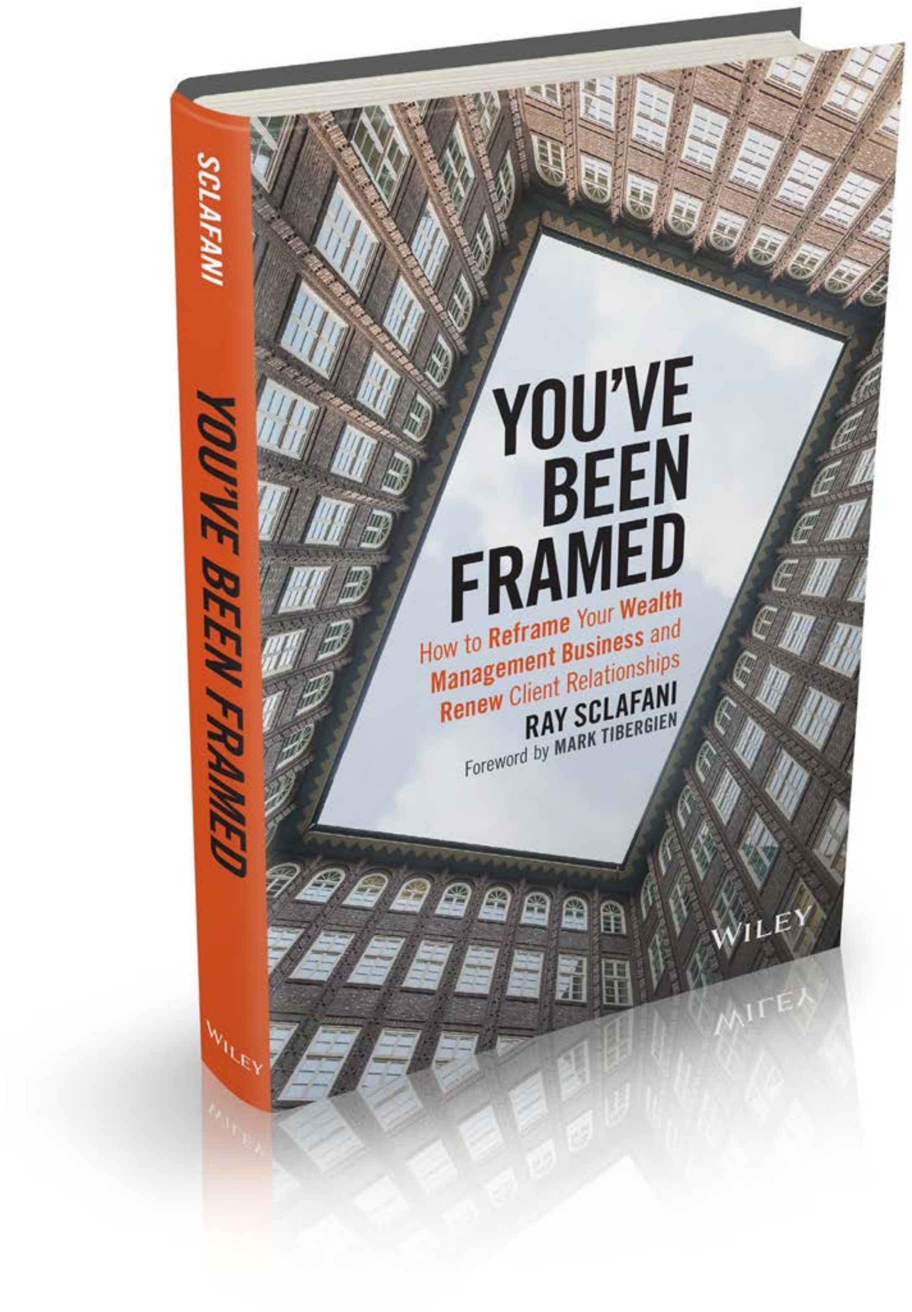
WEALTH MANAGEMENT PRACTICE REFRAMES FOR THE TWENTY-FIRST CENTURY

OLD FRAME	NEW FRAME
REFRAME 5 I allow clients to rent my services until I choose to stop practicing.	**5** **REFRAME 5** I build a legacy of business that serves multiple generations to come.

The BIG FAT LIE

“We’ll always be there for you, until we aren’t”

Where to begin?



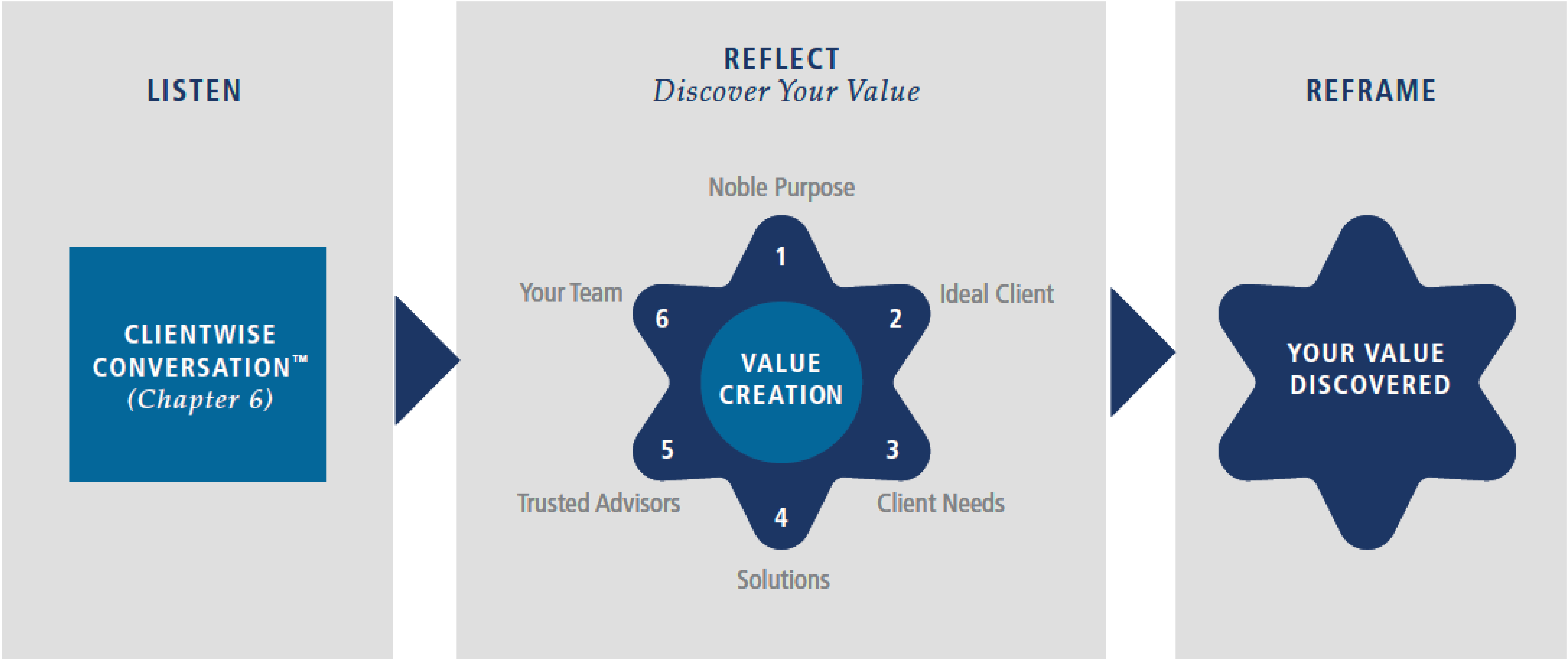
Part I: You Gotta Believe

Part II: Five Steps to Reframing Your Business

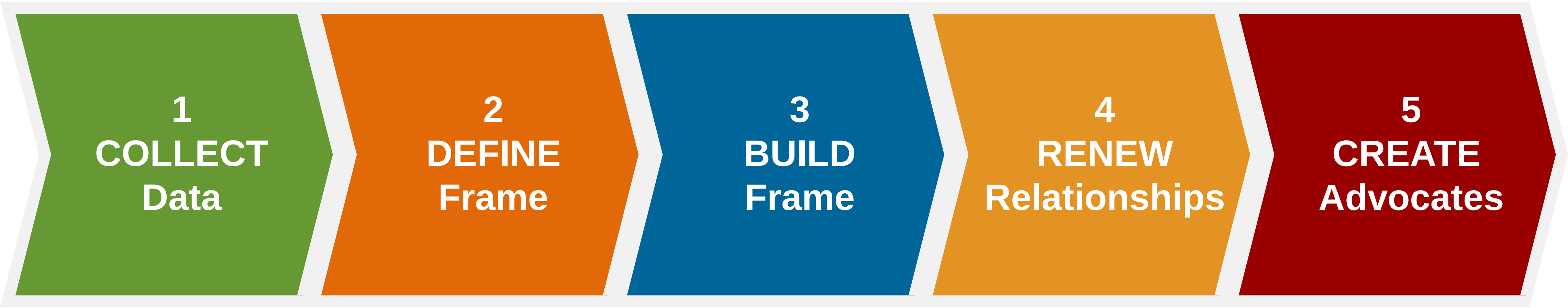
Part III: Now What?

- Key Concept
- Coaching Corner
- Industry Insight The
- eXchange™

The Wealth Management Reframe Process™



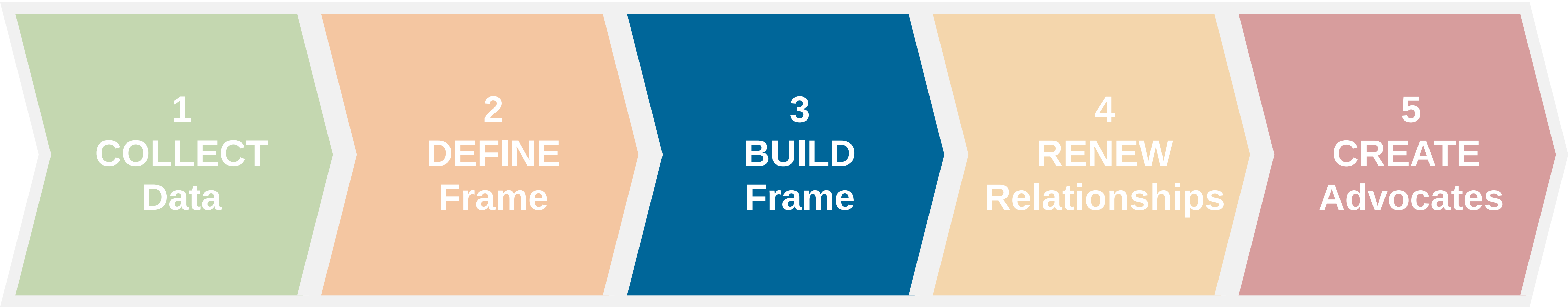
The Five Steps to Reframing Your Wealth Management Business™



2
DEFINE
Frame

1. What is your noble purpose?
2. Who do you want your business built to serve?
3. What are this group's main concern?
4. What solutions will you provide to your ideal clients?
5. What other trusted advisors work with your ideal clients?
6. What team would you like to build to fulfill your noble purpose?

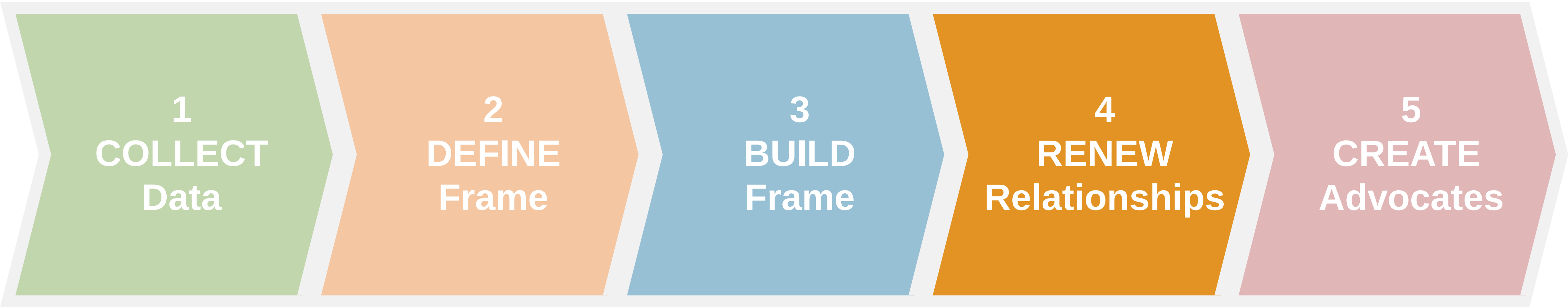
Reframe Step 3: Build Your Frame™



Capability Deck

A capability deck is a client-oriented marketing tool that conveys not only what you can do for the client, but why you do what you do, who you do it for, and how what you do is like no one else does. It is an excellent tool for communicating your reframe.

Reframe Step 4: Renew Relationships™



The Client Renewal Conversation™

- Start by inviting your clients to meet in person for the Client Renewal Conversation™
- Come from a position of strength
- Plan to meet with each of your clients to introduce your new frame to them
- Bring key members of your team to the meeting
- Showcase your new frame
- Be consistent and clear as you deliver your message
- Highlight your new team and your own role in the new frame
- Listen to your clients' reactions and feedback

Reframe Step 5: Create Advocates™

1
COLLECT
Data

2
DEFINE
Frame

3
BUILD
Frame

4
RENEW
Relationships

5
CREATE
Advocates

Two Types of Loyal Advocates

1
CLIENT
ADVOCATES

2
PROFESSIONAL
ADVOCATES

The Five Steps to Reframing Your Wealth Management Business™

1. COLLECT Data
2. DEFINE Frame
3. BUILD Frame
4. RENEW Relationships
5. CREATE Advocates

Loyal Advocates:

1. Appreciate and understand what you do.
2. Thoroughly understand the benefits of being in relationship with you.
3. Are able to articulate well what you do and the benefits to others in a manner that is consistent with how you wish to be framed.
4. Want to be actively engaged in partnering with you to make the necessary introductions to prospective clients for your benefit.
5. Are natural connectors.
6. Have influence with others when they make an introduction.
7. Have a strong network of individuals to whom they can make useful introductions.

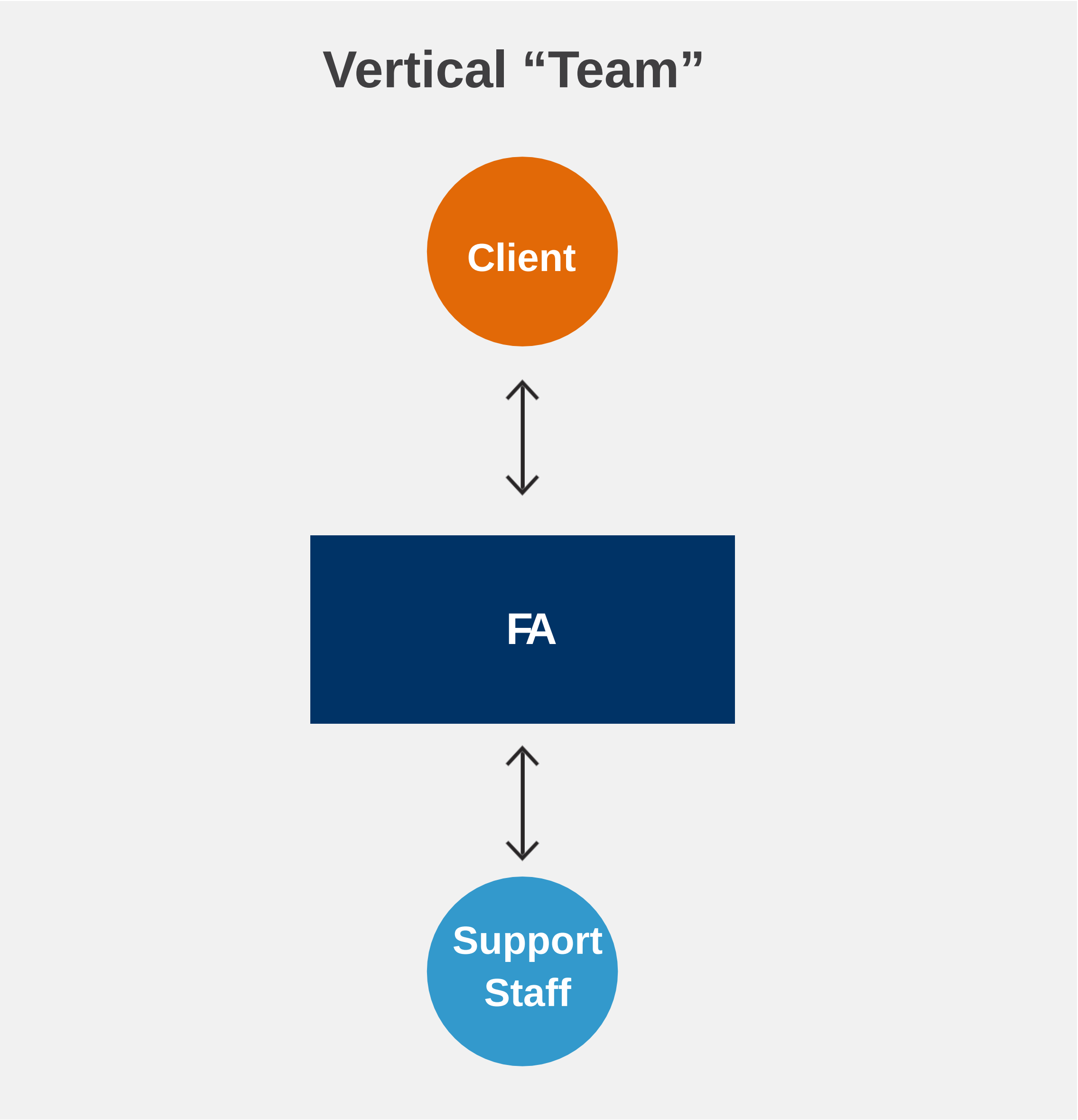
10

Ten Signals of a Successful Reframe™

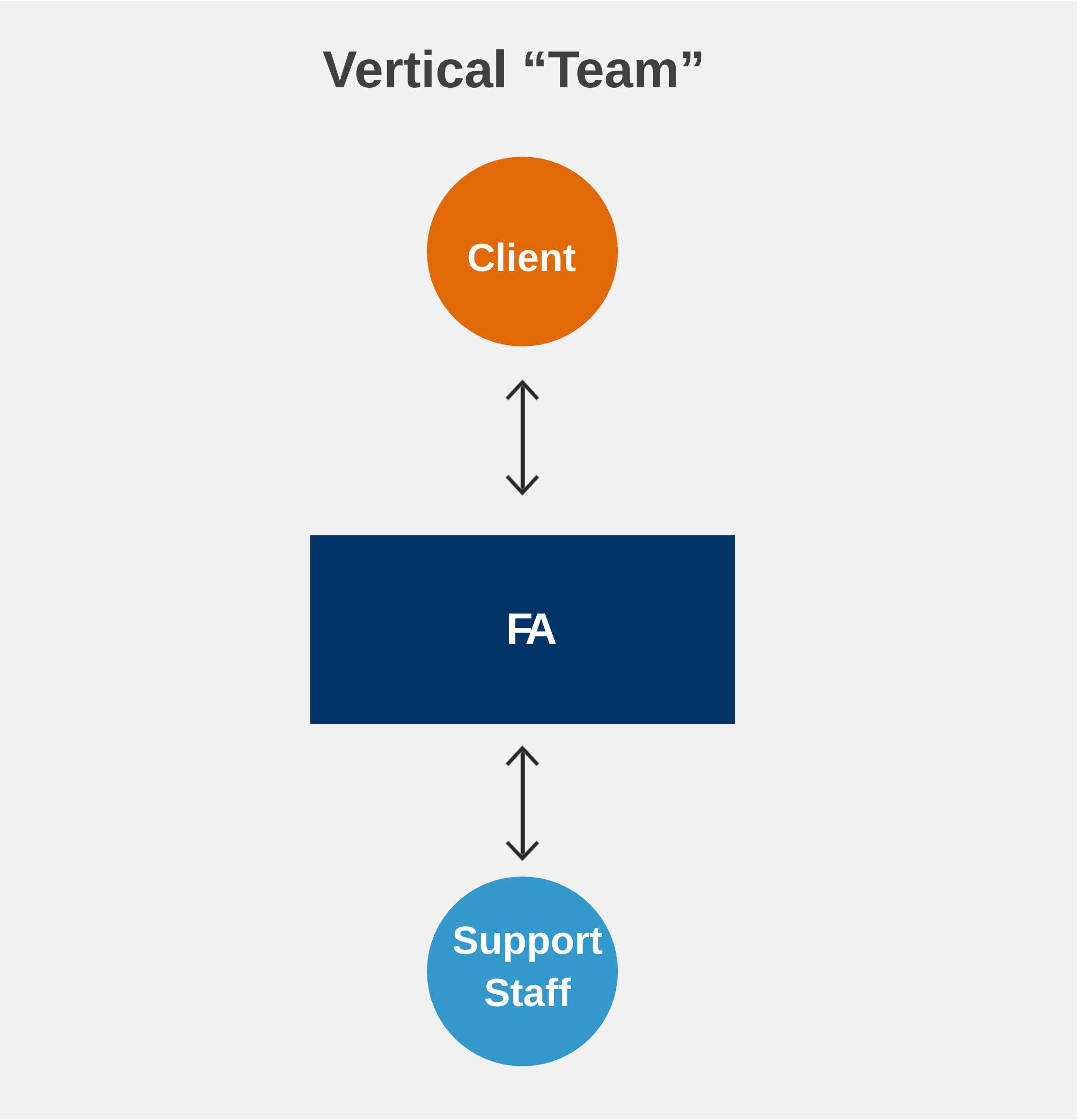
The Three Kinds of Advisors

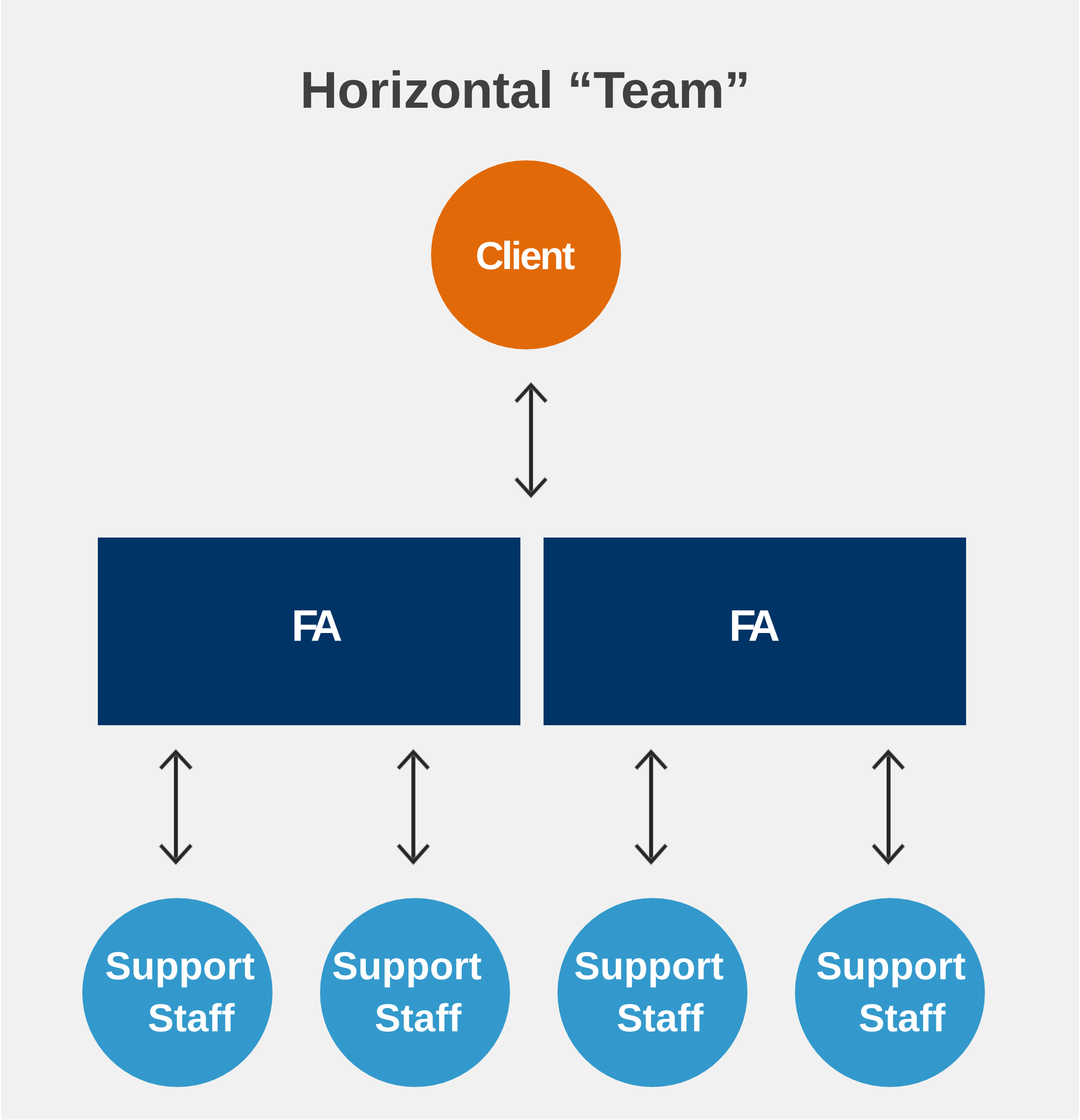
Advisor	Primary Role	Secondary Role
1. Senior Lead Advisor	- *Rainmaker/Business Development*	- *Strategic Relationship Manager*
2. Lead Advisor	- *Relationship Management*	- *Business Development*
3. Service Advisor	- *Client Service*	- *Relationship Management*

Old Team Structures™

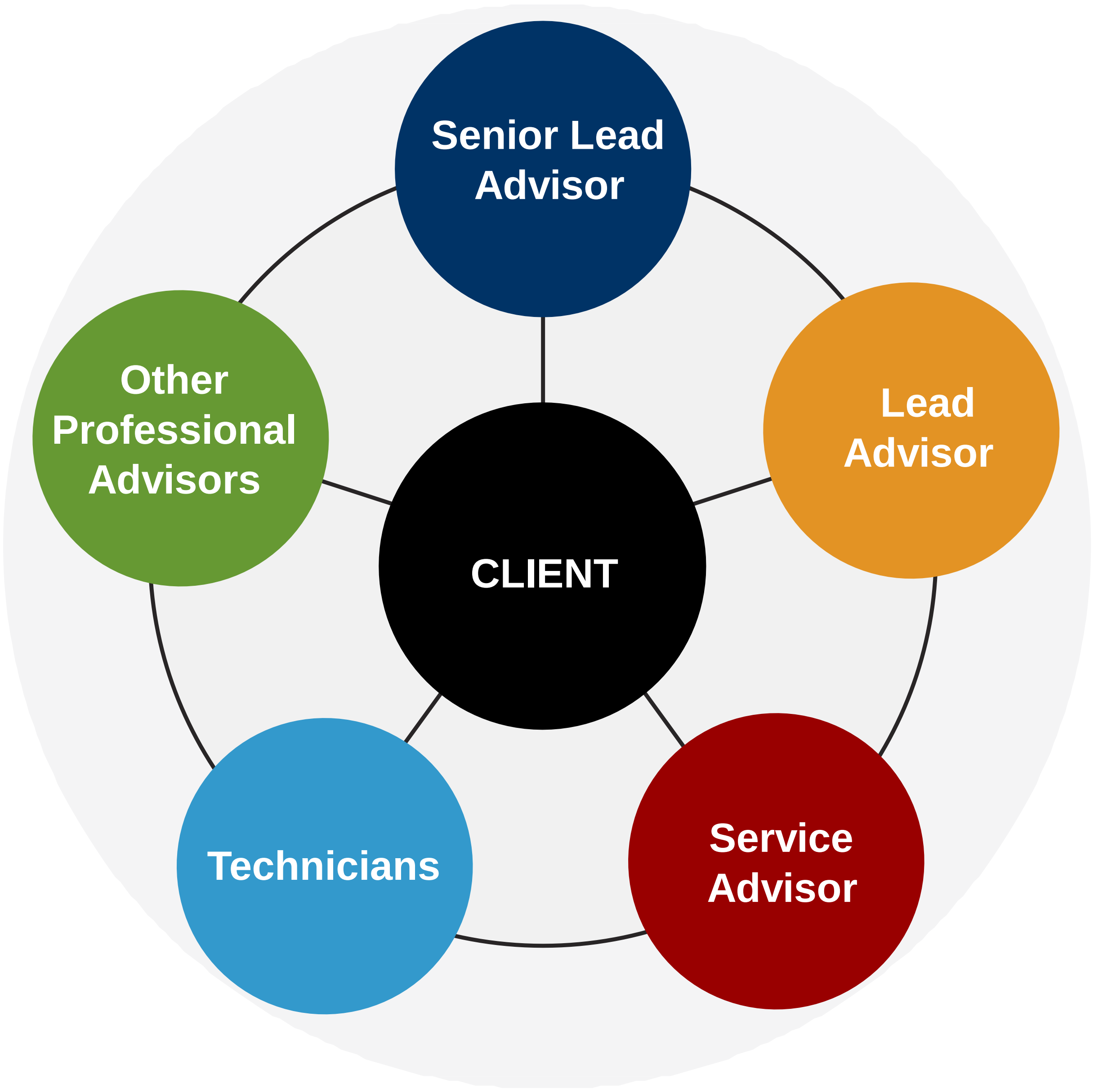


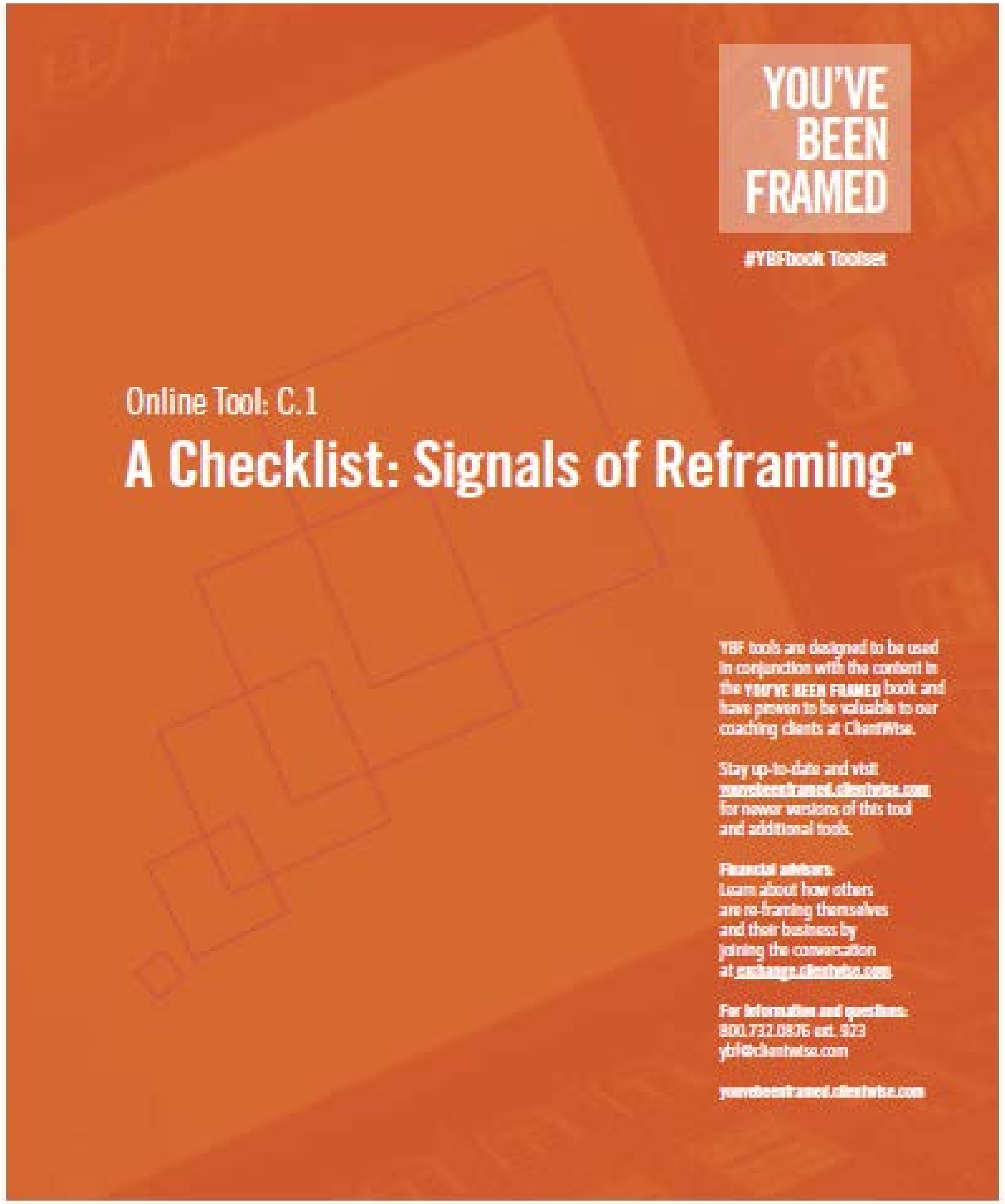
Old Team Structures™





New Team Structure™




YOU'VE
BEEN
FRAMED

#YBFbook Toolset

Online Tool: C.1

A Checklist: Signals of Reframing™

YBF tools are designed to be used in conjunction with the content in the YOU'VE BEEN FRAMED book and have proven to be valuable to our coaching clients at ClientWise.

Stay up-to-date and visit youvebeenframed.clientwise.com for newer versions of this tool and additional tools.

Financial advisors:
Learn about how others are re-framing themselves and their business by joining the conversation at exchange.clientwise.com.

For information and questions:
800.732.0876 ext. 923
ybf@clientwise.com

youvebeenframed.clientwise.com

clientwise.com/fpi/reframe

clientwise.com/fpi/reframe

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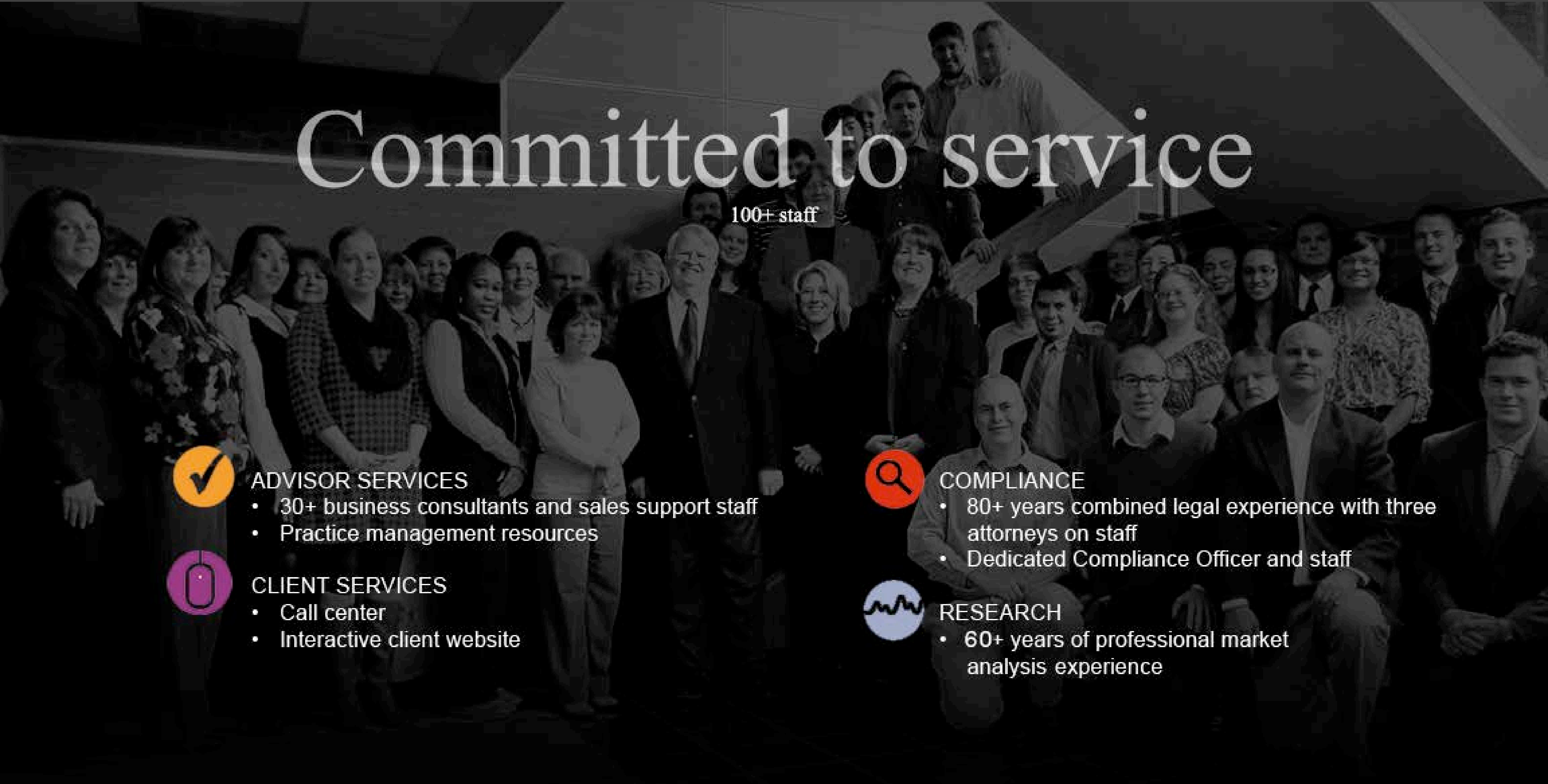


Committed to service

100+ staff

ADVISOR SERVICES
- 30+ business consultants and sales support staff
- Practice management resources

CLIENT SERVICES
- Call center
- Interactive client website

COMPLIANCE
- 80+ years combined legal experience with three attorneys on staff
- Dedicated Compliance Officer and staff

RESEARCH
- 60+ years of professional market analysis experience

Flexible Plan Investments strategy categories

- QFC Strategies
- Core
- All-Terrain
- Domestic Tactical Equity
- Fixed Income
- Tactical Fixed Income
- Alternatives
- Sectors
- International
- Principled Investing

QFC STRATEGIES FROM FLEXIBLE PLAN INVESTMENTS

Two levels of risk management
One low cost

Advisor tools

Suitability Questionnaire

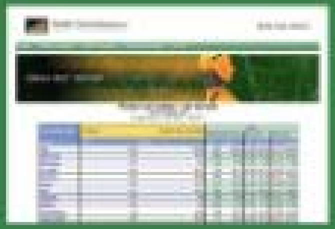
OnTarget Proposal Generator

Strategy Research Reports

Strategy Fact Sheet

Illustration Generator

My Business Analyzer



Crash Test Analyzer

Providing the solutions

7 FPI educational tracks

- Principled Investing
- Working with a TAMP and with SMAs
- Small accounts
- Variable annuities
- Being a proactive advisor (OnTarget)
- Individual workplace retirement accounts
- Group retirement accounts

We can help

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Questions?

Please type any questions
into the chat box to the right.