

2014NAFE

2014 NIPA ANNUAL FORUM & EXPO

NATIONAL INSTITUTE *of* PENSION ADMINISTRATORS

You are a Brand – Stand
Out from the Crowd!



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DCIO National Sales Manager,
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**Brandon Shea, AIF, Managing Director, DCIO
National Sales Manager, RidgeWorth Investments**

Brandon Shea specializes in helping retirement plan focused professionals with strategies that impact their bottom line and make a difference in the lives of their clients.

With more than 14 years of industry experience, Brandon has worked with over 1,000 financial advisors, platform wholesalers & third party administrators implementing strategies that help them grow their business. He has authored multiple podcasts, webinars and presentation material on the topic of personal branding in conjunction with RidgeWorth's PHD Personal Branding Process (www.planadvisortools.com/business-growth).



Brandon, his wife and two children live in Nashville, TN. When he's not serving RidgeWorth's clients or spending time with family, Brandon is an active servant leader in his community, a world traveler, golfer, triathlete & snowboarder.

2 0 1 4 N I P A A N N U A L F O R U M & E X P O



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The British are Coming!



Source 1 4

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PAUL REVERE



WILLIAM DAWES

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Brand

Brand is the personality
or company (name, ter
mbination of them)

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Who Has a Brand?

A Key Concept to Remember Is ...



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We Contribute or Detract from Our Brands Daily



Source 8 8

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Highly-Skilled Team **Trustworthy**
 Experienced True Partnership
We Generate Results Credible
 Delivering Business Excellence
Our Value Will Exceed the Cost Fair
 Helping You Identify & Mitigate Unseen Risks
 Fiduciary Expertise **Transparent**





Assess & Upgrade Your Network



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Your Marketing Calendar



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How Do You Stand Out?



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Psychic Real Estate



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The Right Words Are Important

“The difference between the right word and almost the right word is the difference between lightning ... and a lightning bug.”

- Mark Twain



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Floyd the Auto Consultant



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“So, what do you do?”

- Quickly captivate the attention of your listener
- Creates interest in learning about what you do

Demonstrate the power of:

- Psychic Real Estate
- The Right Words
- Scripting

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Part One

- Create agreement
- Use an undeniable truth

“Do you know how ...

...most people don't like the process of buying a new car because they don't like dealing with the sales person?”

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Part Two

- Most important idea
- How it helps the audience

“Well what I do is...”

... for \$295, I take them through a 15-point process to help them determine the exact right car for them. Then I go with them to the dealership to negotiate the best price.”

RIGHT MESSAGE, WORDS, SCRIPT, and DELIVERY

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AUDIENCE EXERCISE

Step 1:

Develop a *“Do you know how ...?”* statement that creates agreement with your target audience.

Step 2:

Develop a *“Well what I do is...”* statement that describes how you help your target audience.

A Personal Biography is **NOT**

- A business card (Title, etc.)
- A resume (Previous jobs, etc.)

A Personal Biography **IS**

- Your qualifications and achievements
- What makes you special
- Why you'd be interesting to meet



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Credentials



Industry experience, background, credentials.

Character



Your reputation, internal compass, and ability to deliver on your word.

Common Ground



Education, hobbies, family, sports, fraternal organization, military service etc.

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Evolution of My Own Personal Bio

Sales Team

XYZ Firm

Brandon Shea, AIF®



Managing Director
DCO National Sales Manager

Brandon is a Regional Vice President with XYZ Firm

Brandon has more than 8 years of industry experience. He is keenly aware of the challenges and the triumphs that face a wholesaler each day because of his experience in the field as a mutual fund wholesaler. Knowing that an extra degree of service and support can make a dramatic impact on clients and sales, Brandon focuses on bringing his clients ideas that will distinguish themselves amongst their peers.

As an active Ironman triathlete, it is in Brandon's DNA to keep pushing himself and those around him to improve. As a recent recipient of Ridgworth's 2008 President's Club Award, Brandon has been recognized at each stage of his career for his work ethic and dedication to serving his clients.

Brandon's interest in the financial services industry began with his father, a retired broker with 33 years experience and managing partner of a firm who helped oversee the marketing to over 900 financial advisors. Aside from being Brandon's father and best friend, his dad has been his most influential teacher on investing and client relations.

Among many lessons learned from his dad, three rise to the top and impact Brandon on a daily basis. The first lesson is to build a friendship with the people you work with. This is done by always being honest, always delivering what is promised and always beating deadlines instead of simply meeting them. The second lesson is to always be more interested "in the value of the relationship rather than the economics of the sale." People know when they're being sold. If one approaches people with integrity and genuine concern, the rest will take care of itself. The third lesson is to become a student of the markets and of the marketplace. Being a consistent resource of valuable insights will build long-term, profitable relationships for everyone involved.

Brandon, his wife and boxer puppy reside in Redondo Beach, CA. A graduate of Miami University (OH), Brandon enjoys triathlon, martial arts, world travel (18 countries, 44 states and counting) and is an active volunteer with Habitat for Humanity International.

You have many choices when selecting an asset manager for your clients. There are three key reasons financial advisors choose to partner with Ridgworth: Our history, Global Presence and Investment Process. We have a history of value investing for the long term with an 80-year track record. As a global asset manager with over \$320 billion in assets under management in 26 offices worldwide, we bring a local perspective in a global economy. Our disciplined and consistent investment process seeks to minimize risk and maximize returns. This gives you the potential to deliver to your clients strength across the board in major asset classes.

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DCO - Defined Contribution Investment Only

E X P O



Evolution of My Own Personal Bio

DCIO Sales Team

Brandon Shea, AIF®



Managing Director
DCO National Sales Manager

"No one will see us unless we make ourselves be seen, so let us not be hidden!" - Isaiah

Brandon Shea specializes in helping retirement plan focused professions impact their bottom line and make a difference in the lives of their client

Brandon has more than 14 years of industry experience and has worked advisors, platform wholesalers and third party administrators everywhere they grow their business. He has authored multiple podcasts, webinars and on the topic of personal branding in conjunction with Ridgworth's PHD in Brian Shea's personal branding course. Brandon is well liked for his clients and can often be found delivering keynote presentations at industry conferences.

- Business Building Services**
- Retirement Plan Benchmarking and Fee Analysis Tools
 - Insights into Building a Compelling Personal Brand
 - Product Training and Implementation
 - Perspective on Best Practices of Elite Producers
 - Referral Networking Seminars/Training
 - Client Appreciation Events & Educational Seminars
- Specialized Education**
- Bachelor of Arts, Miami University (Ohio)
 - Executive Coaching Strategy Coach™, The Personal Branding Group, The Center™ Executive Education Program, Delta Executive Group™, Magnifico, The Great Communicator Program™ - Pygmalion Inc., (Dr. J which trained professional athletes and Navy SEALs for peak performer

- Unique Accomplishments**
- Served 3 Seasons as Volunteer Ski Patrol (Copper Mountain, CO)
 - Finished the 2008 Arizona Ironman Triathlon

Brandon and his wife, Liz, a professional singer/songwriter, moved to negotiate a recording contract with Warner Brothers. They now live in Hermosa Beach with their daughter McKayla and son Cashel. Brandon is an active servant leader in his community and a world traveler having visited 18 countries, 46 states and counting. In his daughter and son grow, he enjoys golf, triathlons and snowboarding.

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DCO - Defined Contribution Investment Only. AIF - Accredited Investment Fiduciary

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Brandon Shea specializes in helping retirement

Brandon has more than 14 years of industry experience and has worked with over 1,000

Business Building Services

- Retirement Plan Benchmarking and Fee Analysis

Unique Accomplishments

- Served 3 Seasons as Volunteer Ski Patrol (Copper Mountain, CO)
- Finished the 2008 Arizona Ironman Triathlon

Brandon and his wife, Liz, a professional singer/songwriter, moved to Los Angeles in 2004 to negotiate a recording contract with Warner Brothers. They now live in Hermosa Beach with their daughter McKayla and son Cashel. Brandon is an active servant leader in his community and a world traveler having visited 18 countries, 46 states and counting. In addition to watching his daughter and son grow, he enjoys golf, triathlons and snowboarding.

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AUDIENCE EXERCISE

Either:

Refine your *Mission Statement* to address the positive impact you seek to make with your target audience.

Or:

Brainstorm elements you can include into your bio that reflect your *Character* (and will connect with your target audience).

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The *PHD* Personal Branding Referral Formula

What is the **biggest referral opportunity** you want to focus on to grow your business in the next 12 months?



What is the corresponding **referral challenge** you face in trying to capitalize on this opportunity?

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Michael Bublé



25,000,000
Albums Sold Worldwide

#1
Billboard 200 Top Album

#1
Canadian Albums Chart Top Album

#1
Australian Aria Albums Chart

#1
European Album Charts

\$65,000,000
In Revenues From Concerts Worldwide

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It's Simple, But Not Easy

“When we poured over the data, the results stunned us. Only 5% of advisors said they were very satisfied with their referral strategy.

5%

A full 80% said they either had no referral strategy at all or employ an unfocused or inconsistent strategy; and the same number expressed the desire to change their approach.”

80%

“Never before have we seen such a dramatic and persuasive need among our members.

*They didn't know who to ask for referrals.

* They didn't know when to ask.

*They didn't know how.”

Source: horsesmouth.com 30

What Is The Problem?



The Secret Formula

PHD Referral Formula

WHO + WHEN + HOW = \$



- ✓ Fun to do business with
- ✓ Values superior service
- ✓ Productive portfolio
- ✓ Respects you



Your Ideal Client

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Who are your best clients?

- Make a list of your biggest and your favorites
- Record a few facts about them
- Look for patterns

EfficientAdvisor Your Brand. Your Business. Your Clients.

YOUR IDEAL CLIENT PROFILE

In the **Building Your Firm Service Model** on-page resource we discussed that not all clients are created equal and that not adhering to a clearly defined target client profile may result in a practice that is unbalanced, unprofitable and inefficient.

Once you have identified the existing clients and services most beneficial to your practice using the model in the **Building Your Firm's Service Model** on-page resource, use the seven questions below to help you decide to identify which clients are the best fit for your practice – those who you enjoy working with, are profitable and will refer clients to you.

7 Key Client Identification Questions

1. What qualities/personality traits do your ideal clients possess?
2. How much investable assets do your ideal clients have?
3. What investment objectives/goals do your ideal clients have?
4. What challenges, financial or otherwise, do your ideal clients face?
5. What is the risk tolerance of your ideal client?
6. What types of clients will pay for your services?
7. How will you attract and retain your ideal client?

Visit efficient-advisor.com or call us at 866.595.2670 for more tools and resources.

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Financial Administration & Management
A Division of The Prudential Insurance Company of America

Access RidgeWorth's "Your Ideal Client Profile" at
www.Efficient-Advisor.com/Your-Clients

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AUDIENCE EXERCISE

Step 1:

List 3-5 of your top clients you'd like to replicate.

Step 2:

Record a couple facts about them.

Step 3:

Try to identify any patterns or common traits.

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- NOT at the end of a meeting or phone call
- Make it an agenda item
- Special event
- When a client recognizes value you provided



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- Use a clear script
- Rehearse it
- Make it your own



Retirement Plan Advisor
Sample Script

Access sample scripts at

www.PlanAdvisorTools.com/Business-Growth

Retirement Plan Advisor Score Card

- Visit www.PlanAdvisorTools.com/Business-Growth
- Create your ideal client profile
- Customize your scripts
- Call your top clients and top centers of influence
- Commit to update your scorecard every 90 days

Same message can yield different results

Personal Brand = Emotional Response

Contributors TO & Detractors FROM our personal brands daily

Manage your brand so you can expect results

Generate Psychic Real Estate

Importance of the Right Words

Create an Agreement / Undeniable Truth

Share Your Most Important Idea & How It Helps Others

It's Not About You – It's About Them

Open with a Powerful Mission Statement

Provide the “Three C’s”:
Credentials, Character, Common Ground

The Power of Clarity:
Know Where You're Going & Who Can Get You There

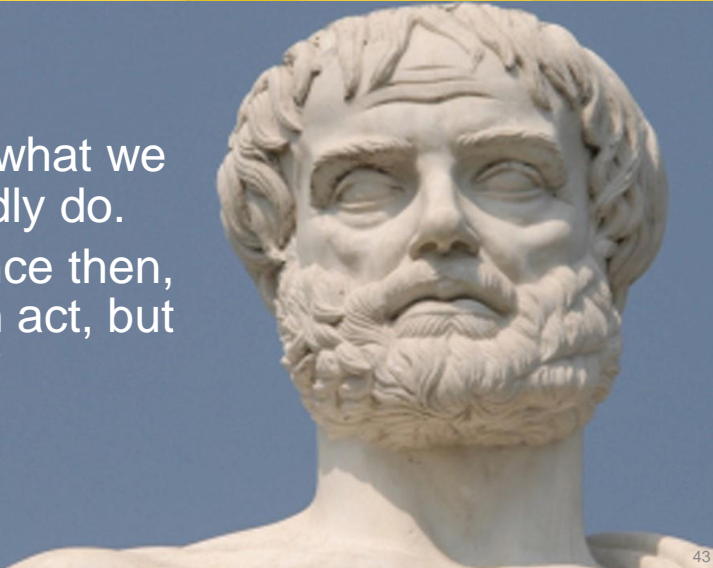
Have a Process

Who + When + How = \$

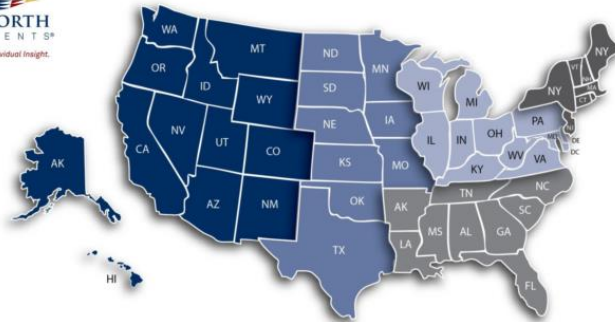
Keep a Referral Scorecard & Update It Every 90 Days

“We are what we repeatedly do. Excellence then, is not an act, but a habit.”

Aristotle



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Territory Assignments

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<http://www.moviereplicasdirect.com/the-godfather-part-1-movie-script-signed-by-2/>

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