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Top Five Tactics for Effective Group Presentations

Advisors may think the affluent are tired of seminars, but CEG Worldwide identifies keys to helping financial advisors give presentations in today's challenging market.

SAN MARTIN, CA—October 15, 2009—CEG Worldwide, the leading coaching, consulting and research firm for elite financial advisors, announced today the five most common tactics that top advisors use to make successful, client-generating group presentations to high-net-worth individuals.

“The biggest problem we find with group presentations is that advisors don't know how to deliver them effectively and don't know how to tailor them to their highly qualified potential clients,” says Jonathan Powell, a senior managing principal at CEG Worldwide. “Advisors often tell us their specific market is ‘seminar-ed out.’ Without question there have been many seminars offered to investors in recent years, but most have very little to offer the highly affluent individual.”

To fill this gap, CEG Worldwide has identified the five most common tactics that top advisors use:

1. Begin with the end in mind. Powell counsels advisors to plan their group presentation marketing series 12 months in advance, starting with the result they want to achieve, and then move backward from there. “Plan your follow-up first, then the actual presentation itself, and finally plan how you will drive attendance to your presentation. Once your plans for each stage are complete, set about executing them in a timely manner.”

2. Get an endorsement from within your niche. The advisor's goal is to make sure the right people are in attendance for each presentation. To ensure this result, says Powell, “it's critical that you get your presentations endorsed by an individual or organization from within your niche, or by another professional who works in your niche.” If advisors have alliances with attorneys or CPAs, this could mean getting an endorsed invitation to present to their clients.

3. Get referrals from delighted clients. Holding regular group presentations for your clients and their referrals is an often-overlooked method of leveraging your current client base. Powell recommends holding such presentations on a monthly or bimonthly basis.

4. Befriend influential journalists. Meet with editors of trade publications that serve your target niche and walk editors through your presentation, advises Powell. This will create potential articles that cite the advisor as an expert in the wealth management field and position the advisor as a trusted resource. Many publications will list the event in a print or online events calendar.

5. Include a meaningful “call to action” within each presentation. The most effective group presentations include a “call to action”—both in the invitation and during the event itself—that creates excitement and motivates participants to want to meet with the advisor personally after the event. In today’s market, advisors should offer participants something of real value—for example, a free second opinion of their current investment plans to ensure that they are making smart decisions with their money.

A final piece of advice: Advisors need to position their events to be attractive to affluent clients. They need to remember that eagles do not flock, sparrows do. Affluent clients do not want an off-the-shelf “seminar” where an advisor with a weak value proposition has a wholesaler speak and provide content. They want a “private client event”—something special and exclusive where they will learn from someone who understands their unique situation and needs.

About CEG Worldwide, LLC

CEG Worldwide is passionate about coaching financial advisors and institutions to build a Simple and Elegant Wealth Management BusinessSM. Using state-of-the-art research methodologies and analysis combined with proven strategies and tactics for building highly successful advisory practices, CEG Worldwide provides uniquely powerful insight into what allows elite financial advisors to thrive.

CEG Worldwide delivers fully scalable financial advisor training programs at many of the world’s largest financial institutions. The firm’s proprietary institutional strength intelligence is based upon empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals. By combining research expertise with pragmatic and proven business experience, CEG Worldwide helps institutions achieve measurable gains in productivity, retention and assets under management and provides advisors with proven business-building strategies and tactics.