



Contact:
 Richard Koreto
 888-658-5840
 rkoreto@cegworldwide.com

Eight Keys to Replicating Your Ideal Clients

CEG Worldwide research identifies actions most frequently cited by top-performing financial advisors to identify clients best suited for their expertise and most likely to give referrals.

SAN MARTIN, CA—February 14, 2011—CEG Worldwide, the leading coaching, consulting and research firm for elite financial advisors, has announced new research identifying the eight actions most frequently cited by top-performing financial advisors to maximize the amount of time they are spending with the right kinds of clients.

“The concept of replicating your best clients is based on one simple fact: Your top clients want to help you,” says John J. Bowen Jr., founder and CEO of CEG Worldwide. “Because they have experienced your consultative process, they are happy to help you build your business, but you have to give them the opportunity to do so.”

Top Eight Actions Used to Replicate Ideal Clients

Advisor Action	Description
1. Identify ten top clients.	Elite advisors can easily identify ten clients who are the closest match to their ideal client profile.
2. Call to ask for the client’s help.	Successful wealth managers do not hesitate to ask clients for their help.
3. Choose a good restaurant.	Successful wealth managers meet clients at nice, convenient and quiet venues.
4. Conduct the replication interview.	Elite advisors use a voice recorder to record client conversations if their firms allow it. If not, they take very detailed notes.
5. Arrange a future meeting.	If the time has been useful, top performers ask to meet again.
6. Act on ideas and referrals immediately.	Wealth managers follow up right away on their leads.
7. Stay in touch.	Top advisors always send clients a thank-you note. They keep the clients informed about their progress with the marketing ideas and referrals.
8. Create an informal client advisory board.	An elite advisor’s informal client advisory board is an easy, streamlined method of gathering advice on the best marketing for the advisor’s firm.

Source: CEG Worldwide, LLC, 2010

CEG Worldwide research, based on empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals, found that top-performing advisors had three primary goals with respect to client replication:

1. Obtain the best marketing ideas from their top clients.
2. Help their clients think about high-net-worth friends and associates to whom they could be introduced.
3. Further clarify their niche and increase their understanding of how to differentiate themselves from generalist advisors.

“As with anything new, advisors may initially be reluctant to try the replication process,” says Bowen. “They shouldn’t worry about getting it perfect the first time. It’s an iterative process that will yield big dividends over the long term if done systematically. If you tap into the good will you have created among your existing clients, in most cases they will be more than happy to help you build your business.”

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.