

# Differentiator Assessment & Action Plan

*This self-assessment is designed to determine your level of differentiation in particular areas of your business and to help you create an action plan for the future.*

*If you are in a partnership with another advisor(s), it is suggested that you and your partner(s) complete this separately, compare results and discuss.*

Read the following questions and determine your score for each one.

If you answer yes to a question, give yourself a "1." If you answer *no*, give yourself a "0".

Add up your scores for each category in the space provided.



	YOUR SCORE
1. Do you have a written document that details your client service plan by client tier? <i>This shows your client base segmented into at least three categories by revenue or AUM, and the differentiated services delivered to each group.</i>	
2. Do you follow a consistent process for your client meetings that includes a post-meeting follow-up and communicate the same to your team?	
3. Have you delegated the money management function?	
4. Are you maximizing technology to be more productive and efficient?	
5. Do you have a system for reviewing potential business opportunities weekly and for scheduling key actions for the coming week?	
6. Do you follow a defined and written process for clearly communicating your value and investment costs?	
<b>TOTAL</b>	




# 2

	YOUR SCORE
1. Do you have three key strategies for attracting new ideal clients and are you actively executing these strategies every week?	
2. Do you have a written Ideal Client Profile that has been communicated to your top clients verbally?	
3. In the last 3 years, have all of the new clients you acquired met the criteria outlined in your Ideal Client Profile?	
4. Do you have well-defined targets and an action plan for attracting new clients?	
5. Do you strategically work with outside professionals (COIs) to deliver a full wealth management experience for your top clients?	
6. Have you met your top three COIs face-to-face at least three times in the last 12 months? <i>This would include one event for entertainment purposes i.e. sports, golf, dinner, etc.</i>	
<b>TOTAL</b>	

# 3

	YOUR SCORE
1. Have you made a separate list of your top 20% or top 25 clients by revenue or AUM and have you communicated this to your team?	
2. Could your top clients describe what makes you different from other advisors?	
3. Do you have a documented and recognized brand that defines exactly who you are, what you do and what sets you apart from your competition?	
4. Do you know what your top three most valuable services are and do you communicate these regularly to prospects, clients and COIs?	
5. Do you use visuals with clients to proactively communicate your value and investment costs on a regular basis?	
6. Have you developed the necessary soft skills to help your top clients deal with the emotional side of the financial issues that affect their lives?	
<b>TOTAL</b>	

# Results

Category	Test Total	 1-2 Points	 3-4 Points	 5-6 Points
1		It's time to take a look at your systems	You should consider reviewing your systems for maximum efficiency	Congratulations! You're a master of systemization!
2		Get motivated, it's time to focus on growth	You're on the right track, but you'll need to shift your business building into high gear	Congratulations! You're a business building guru!
3		It's crucial that you identify and communicate what sets you apart	You are headed in the right direction, but you'll need to find more ways to differentiate your business	Congratulations! You have a differentiated business!
<b>Grand Total</b>				

# Action Plan

Three things I'm going to focus on this year to differentiate my business:

1	
2	
3	