



REVVING UP Checklist

Below are 5 key steps to help you get ready for the final implementation date for phase 2 of the Client Relationship Model (CRM2) in 2016.

1

New CRM2 Statements and Reports

I am familiar with the specific content clients will see on the:

- ☐ Annual Charges and Compensation Report
- ☐ Investment Performance Report

2

Trust Building Behaviours¹

I do the following to enhance trust with my clients:

- ☐ I regularly review investments costs with clients and prospects in dollar terms
- ☐ I use visuals to explain MERs in simple terms to clients and prospects
- ☐ I reference the new CRM2 statements and reports to my clients whenever possible

3

Impactful Value Statement²

I have refined my value statement to include 4 key components:

- ☐ Attributes: me, my firm, my experience
- ☐ Benefits: what do clients gain from working with me?
- ☐ Reason: how do my firm's attributes produce benefits?
- ☐ Emotion: language that evokes a feeling

4

Value Boosters (simple, easy-to-implement services)

I have added the following Value Boosters to my business:

- ☐ _____
- ☐ _____
- ☐ _____

5

Tough Questions from Clients

I have practiced and refined effective responses to the following:

- ☐ How much time do you spend on my account each year?
- ☐ How are you compensated?
- ☐ Am I invested in the lowest-cost funds available?

¹Adapted from *The Speed of Trust*, Stephen MR Covey

²Adapted from *Pershing: A Study of Advisor Value Propositions*