

INTRODUCTION

We have found that there are two kinds of financial advisors: those who have an intuitive grasp of what is successful in selling and servicing baby boomers and older investors -- and those who have not yet reached that point.

Even those who have well-developed intuition are not aware of all the easy things they could do to increase sales. And it goes without saying that those who don't yet have the intuition are even more unaware of the little things – and some big things – that make a difference.

Boomers – individuals born between 1946 and 1964 – and investors older than that are different from each other in many ways. Most importantly, they are different than younger people. Many financial advisors are in their 20s and early to mid 30s, making them anywhere from a decade to 50 years younger than their best clients. The difference in years represents vast differences in experience, attitudes and perceived needs. If you are that many years younger, is it any wonder that you can use some help becoming more effective?

Financial advisors who are themselves boomers or older may not be at such a great a disadvantage but they, too, have difficulty understanding the other generation. For boomers, clients in their sixties and beyond are more like their parents than themselves. And for older advisors, boomers often seem to come from another planet.

The title of this book is *101 Easy Ways to Increase Business with BoomerPlus Clients*. Our emphasis is on “easy.” Mostly, we suggest things that take very little time or effort but result in discernible sales differences. Some require a little practice; many are things you could do tomorrow.

The suggestions we make are based on scientific research, many years of observation and continuing dialogue with successful advisors. In many places, we show you the “whys” as well as the “what to dos”

Aging is more than simply adding years to your life. Think about yourself. No one is the same person at 60 as he or she was at 30. There are physiological, psychological and life experience differences. Those differences play out in ways that can dramatically affect your relationship to boomerplus clients and your ability to successfully satisfy their needs.

When you get relationships right, you are rewarded by creating more sales for yourself and a much higher level of personal satisfaction. As one advisor told us, “What you said not only changed my business, it changed my life.”

Our recommendations are designed to make it easier for you to build better relationships with boomerplus clients and, therefore, much easier for you to make sales to them.

The book is divided into 12 Chapters.

Chapter 1, **Create More Sales Opportunities** suggests ways to use your book of business more effectively, as well as ways to improve prospecting. One of the powerful steps we propose is that you *Create a Referral Network from Current Clients*.

Chapter 2, **Make Your Office Part of the Sale** describes how your office facilities likely get in the way of good relationships with older investors and ultimately, sales. We propose some simple and easy things you can do to fix the problems, such as *Use Seniors-Friendly Office Decorations*.

Chapter 3, **Managing a Client Meeting** deals with some of the difficulties advisors have in meetings with older investors – and what you can do about them. One key point is that working with clients over age 60 takes up more of your time. We provide suggestions to *Control the Use of Time*.

Chapter 4, **Connect Emotionally** focuses on the key requirement in working with both aging boomers and older investors: connecting to their hearts, the place where many investment decisions originate. Relationships count more as people get older and if you want more business and subsequent referrals, including family members, you must build deeper relationships. *Treat Aging Clients as Whole Persons* is one way to create deeper relationships.

Chapter 5, **Improve Client Comprehension** provides help in a critical aspect of working with older investors: overcoming barriers that interfere with client understanding and memory. Age reduces our ability to both process and remember information. Advisors who don't recognize and deal effectively with that reality are much less successful – and a lot more frustrated – than those who do. We show you a way to *Help Older Clients Remember More*.

Chapter 6, **Making the Sale** provides techniques for the sale process itself. For example, we describe *Selling with the Rule of Three* and why you should apply it when working with older investors.

Chapter 7, **Boomers** deals with the unique characteristics of that generation. It describes how to work with some of those characteristics more effectively. For instance, *Altruism Strikes a Responsive Chord* describes why you should pay close attention to their desire to do-good, positioning investments to satisfy the need of many boomers to give back to society.

Chapter 8, **Women** is concerned with ways in which women differ from men when it comes to making investment decisions. It suggests ways to work effectively with those differences, including, for example, the need to *Show You Care About Them as a Person*.

Chapter 9, **Dealing with Risk** recognizes that aging boomers and older investors often respond to risk in investments quite differently than younger investors. It suggests a number of ways to work with the issue, including *How to Move Clients Toward Riskier Assets*.

Chapter 10, **Life Events** focuses on the fact that money goes into motion because of significant life events occurring in the spectrum from birth to death. It suggests ways to *Let Clients' Lives Produce Business*.

Chapter 11, *More Powerful Face-to-Face Meetings* deals with the little things that make face-to-face meeting work better. For example, we know that facial expressions are critical for older clients in making decisions. We suggest that you take care to *Watch Your Face* when meeting with older investors.

The last is Chapter 12, **Improve Your Telephone Skills**. It focuses on the problems of telephone communication with aging boomers and older investors. Among other things it suggests how important it is that you *Keep It Simple*.

When you finish reading *101 Ways to Increase Business With Boomerplus Clients*, you'll have learned how you can have greater sales success. Better yet, you can take these simple techniques and put them into use immediately.