

First Clearing

Video Transcript – In Their Words – Ari Baum

[Music]

Title Overlay: *In Their Words, Growth Accelerator®, An Advisor-specific Growth Plan*

(Graphic Overlay: Growth Accelerator logo, Tell me how the Growth Accelerator program helped grow your business.)

>> I'm always in touch with growth consultants and we always have conversations back and forth about my practice and what I do and what I'm looking to do. And he mentioned to me about the growth accelerator program and he was talking about the benefits of it. And the ability to really take control of my practice.

(Graphic Overlay: Growth Accelerator, A program that connects you to resources and expertise that can help enhance your practice.)

And from there, I went on to info max [phonetic] and I started reading about the different modules and the goals of the program. And I said sign me up.

(Graphic Overlay: Growth Accelerator, How has the program helped your business?)

It was giving me more of a process to your practice. So a lot of things that we do intuitively, it gives you an actual structure and a format and a reasoning for the clients.

(Graphic Overlay: Growth Accelerator, What tools were you able to use?)

It took you through every step of the client engagement from the initial conversation to the first meeting where you actually give a client an agenda. So it sets a structure for the meeting. So it kind of just reminds you, this is what I do. This is how I do it. This is how we get paid for our services. You know this is what I'm looking to understand about your situation to see if we're a fit.

(Graphic Overlay: Growth Accelerator, Providing insights to help manage your book.)

The first part of kind of attacking the growth accelerator program was really understanding who I am and what I do. It helped me really identify where are my core strengths and then looking at my book basically, I can tell you that these are what I offer my clients.

(Graphic Overlay: Growth Accelerator, Strengthen your best client relationships.)

You know what I found to be very, I would say important from the program was segmenting the book to identify what products and services I want to offer different clientele.

(Graphic Overlay: Growth Accelerator, Finding the Right Fit, Assets, Attitude, Advocacy)

What I liked about the method of determining whose the right fit, you know it could be either assets, attitude, advocacy. Those were the core principles within growth accelerator.

(Graphic Overlay: Growth Accelerator, Attracting a steady stream of clients)

So you could have a client that might only have 100,000 with you but they're referring you to multimillion dollar clients because they're a huge advocate. You can have client that has \$10 million with you but they don't tell anybody about you.

(Graphic Overlay: Growth Accelerator, Using technology to help engage clients)

Step two was integrating that with technology. You know putting it on outlook. Having systems, you know the task list, be auto reminders of when you're going to reach out to these people.

(Graphic Overlay: screen shots of Client Dashboard)

You know setting up who's getting birthday cards, who's getting, you know, anniversary cards, who's getting their annual reviews, the reports.

(Graphic Overlay: Growth Accelerator, Increase the profitability and efficiency of your practice.)

So once that system is in place, that frees up your time to go out and talk to new people. And to get new prospects.

[Music]

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