

selling point

Working Your Book

Some of your best leads may come from your existing book of business.



Looking for the next sale? It may be as close as your existing book of business. Here are 10 tips for working your book:

1. **Ask and you shall receive.** Ask for referrals every day, in every way (in person and by phone; in compliance-approved letters and seminar evaluation forms).
2. **Open the door.** Invite current clients to bring a friend or relative to your next seminar or client appreciation event.
3. **Follow the numbers.** Identify the 20 percent of your clients who bring in 80 percent of your business, and meet with them at least quarterly.
4. **Cruise for cash.** Check out your broker-dealer's cash report, IRA statements, or the maturity dates on your clients' certificates of deposit for potential cash to invest.
5. **Add it up.** Suggest clients add to current positions in flexible premium fixed annuities, mutual funds, or variable annuities.
6. **Balance the scales.** Compare your clients' current and target asset allocations for possible rebalancing.
7. **Offer a check-up.** Send a compliance-approved postcard to clients you haven't seen in a while, letting them know it's time for their six-month (or annual) financial check-up.
8. **Branch out.** Identify clients who have only one type of investment and discuss the benefits of diversifying their portfolios.
9. **Make contact.** Use events in the economy or in your clients' personal lives to trigger a contact (e.g., market corrections and interest rates moves; birthdays and anniversaries).
10. **Batter up.** Find out who would handle your clients' financial affairs if they were unable to, and ask for an introduction to that individual.

These are general suggestions only. As always, suitability must be determined on a case-by-case basis.