



2019 MDRT Global Conference e-Handout Material

Title:	The 4 Skills to Build Trust and Attract Your Ideal Clients
Speaker:	Jane Ellen Anderson
Presentation Date:	Wednesday: September 4, 2019
Presentation Time:	11:30a.m. - 12:30p.m.
Session Room:	ICC - Darling Harbour Theatre

The Million Dollar Round Table® (MDRT) does not guarantee the accuracy of tax and legal matters and is not liable for errors and omissions. You are urged to check with tax and legal professionals in your state, province or country. MDRT also suggests you consult local insurance and security regulations and your company's compliance department pertaining to the use of any new sales materials with your clients. The information contained in this handout is unedited; errors, omissions and misspellings may exist. Content may be altered during the delivery of this presentation.





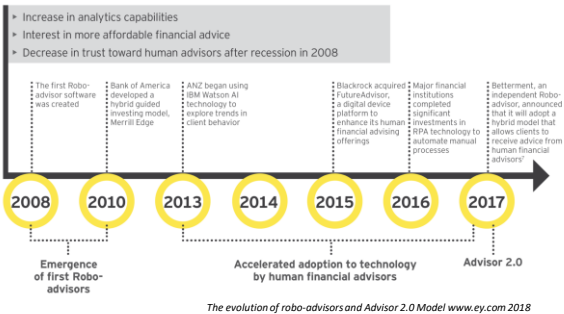




1. How to increase trust and position yourself as the authority you are
2. Identify the specific gaps that are holding you back in your communication for growth
3. The actions you need to take to close those gaps









Will humans become more robotic or robots become more human?



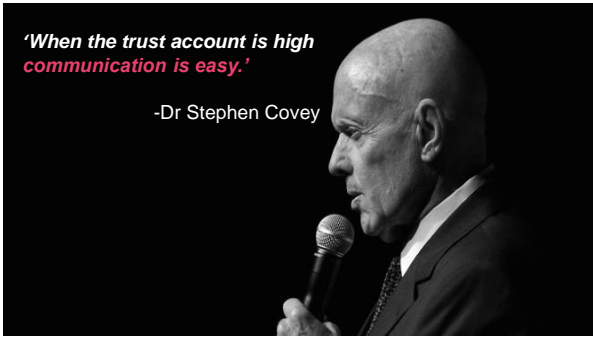
What clients value most.....

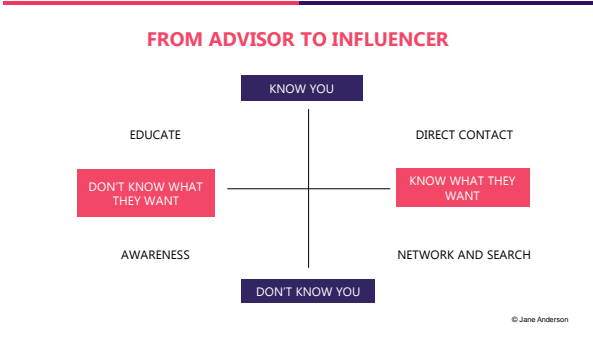
1. **Performance** (*Does my Financial Advisor understand my objectives?*)
2. **Engagement** (*Do I have enough touch points with my Advisor?*)
3. **Trust** (*Can I trust my Financial Advisor with my financial health? Do they have my best interest in mind?*)











It Starts With You



1

DIRECT
CONTACT





“

Nurtured leads spend 47% more than unnurtured leads

(Annuitas)



Jane Anderson

Be your Industry Influencer.

CONNECT WITH US

People buy from people they Know, Like and Trust.

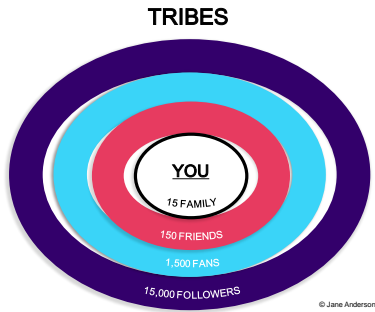
SEE JANE ON LINKEDIN

SEE MORE HERE

CONOCOPhillips

Mercedes-Benz

LEGO









IMPACT OF BEING AN INFLUENCER

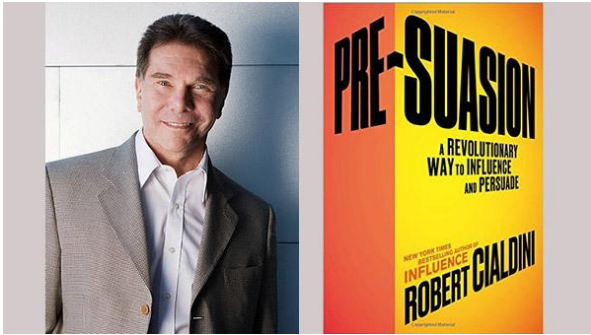
- 9120% increase in views on posts,
- 7600% increase in likes
- 2600% increase in comments .

Rachel's sales increased by 66% the quarter this work was done.

Posting was used to support Rachel's positioning and create leads.

“10 pieces of content are consumed before a purchasing decision is made

(Zero Moment of Truth Study, Google)

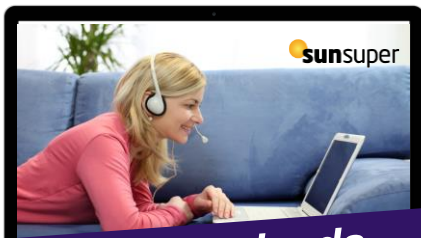






3 AWARENESS





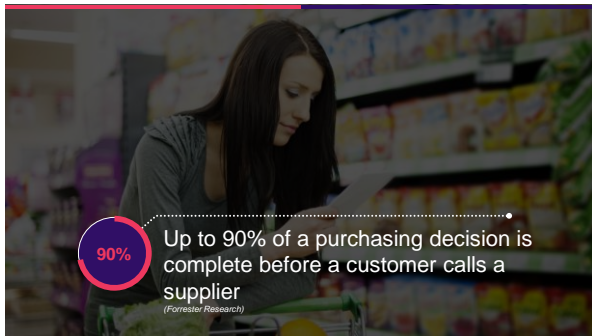
500 new leads

**“ Always have
something to invite
people to.”**

*Michael Port, Author of
“Book Yourself Solid”.*







“To recap.....

1. Set up habits and routines to keep in touch with top 150 clients.
2. Set up habits and routines to reach out to 20 ideal clients every day.
3. Share content on social 3 x per week.

FROM ADVISOR TO INFLUENCER

