

Episode #297: How to Create Value for Your Customers

Hi and welcome back to another episode of Money script Monday. My name is Allee Marchini, and today we're going to talk about how to create value for your customers. Over the next few minutes, we're going to explore 3 strategies that can help transform your business and leave a lasting impact on your clients. Let's get started.

First and foremost, providing exceptional customer service is the cornerstone of creating value for your customers. We have to work every day to make every interaction count. Now this can be done in a few different ways: training your staff to be attentive, empathetic, and knowledgeable, addressing client questions promptly, and going above and beyond to exceed their expectations. These concepts are universal across all industries. But what could this actually look like in our industry?

For financial professionals, this could mean regularly updating your clients about changes in their portfolios, market trends, and any potential impact on their financial goals even before they reach out to you. Remember, a satisfied customer becomes a loyal advocate for your business. You could send handwritten thank you notes or small tokens of appreciation on special occasions like birthdays or anniversaries to show that you really care about your clients and that they feel valued. You could share informative articles, videos, or webinars that empower your clients to make informed financial decisions. This demonstrates your commitment to their financial well-being beyond those immediate interactions that you're going through.

Now this leads me on to our second point of creating value for your customers. Educate, entertain and engage. And one way that you can do this is by sharing our Money Script Monday videos. If you're not already familiar, the video that you're watching right now is a part of LifePro's weekly Money Script Monday video series. Every Monday we provide

insightful 5 to 10 minute videos that are tailored to equipped both you and your clients with insights you need to navigate the ever changing financial landscape with confidence.

I would argue that the best part of this entire video series is that LifePro has built a platform, so each of these videos can be branded on your behalf so that the content that you are sharing with your clients positions you as the authority on these concepts. Now, our goal is to empower your clients with knowledge and foster a sense of trust and reliability with your brand. Below this video I've included a link to another Money Script Monday episode where we talk more about the logistics behind actually sharing those videos with your client.

Now let's move on to the third way to create value for your clients, building a community and rewarding that loyalty. These are vital elements when trying to create long lasting client relationships. One way that you can build that community with your clients is to host those appreciation events. These are a great way to express your gratitude for their support over the years, and these gatherings also offer an opportunity for you to strengthen those relationships, receive feedback, and gain insights on their needs and preferences.

This is also a great opportunity for you to ask for testimonials. And those can be used as a great way to showcase your expertise and build that trust with potential clients in the future. Now if your clients are unsure of what to write or what to say, or if you're recording that testimonial, you can provide them with a few sample questions to help guide their responses. For example, what specific financial goals did I help you to achieve with our guidance? What did you find most valuable about our services?

Remember, the key to a successful testimonial is authenticity. We want to encourage your clients to share their honest experiences - both the challenges that they've faced and the positive outcomes that they've achieved through your services. And this will help you again to build that

trust and credibility with your audience. Remember the true measure of value lies in the happiness of our clients, right? Showcasing these testimonials can create that positive word of mouth interaction with your online presence and can significantly impact your business's reputation and attract those new clients in the future.

If you're on the investment side of things, you probably are familiar with the fact that there can be a lot more hoops to jump through when sharing testimonials, so be sure to communicate with your compliance team to ensure that you're following all of the correct guidelines.

We talked about providing that exceptional customer service, educating, entertaining, and engaging with your clients, and building that community. The last thing that I wanted to touch on here is the importance of this being a continuous process overtime. It shouldn't be that one item on the checklist that you can just cross off once you've taken care of it. "That's done now, we can move on." Each of these concepts should be repeated overtime so that you can continue to nurture those relationships with your clients. And by following these strategies, you can help elevate your business and create that lasting value for your clients. Remember, client centricity is the key to success in the ever evolving financial landscape.

I just want to say thank you again for joining us for this episode of Money Script Monday. Remember to scroll below this video to check out those resources that I mentioned earlier. And feel free to give us a call at 888-LifePro if you have any questions. Thank you again for joining us. We'll see you again next week.