

Best Practices of Exceptional Sales Teams



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Protect your business today, grow your book for tomorrow

Take a page from the business practices of some of the most successful sales teams. Consider implementing one or more of the following best practices as you continue to grow your business.

Share philanthropic efforts

“Our clients are really tuned into the philanthropy of our team, and they love it.”

Have you considered sponsoring events that would allow your clients to be more actively involved in the charitable organizations that are important to you and to them? Getting input from your clients on what kind of events to hold can have a positive impact on your clients, your community and your business. It enables you to run client events that serve multiple purposes as well as bringing in referrals.

Reach out

“The clients called and thanked me profusely and told me how much help the meeting provided them.”

Is your office located in an area known for a particular service, such as health care? Keep a calendar of events that local providers hold that might benefit your clients. For example, if you have a client whose parent has been diagnosed with Alzheimer’s, provide the details for a meeting at a local hospital or for an Alzheimer’s education event to help them understand how to deal with the disease.

Surprise and delight

“These types of things have provided us with more referral opportunities than you could ever expect.”

Surprise your clients when they least expect it. For example, if you know clients have big plans for their anniversary, arrange to have a bottle of champagne delivered to their table, hotel room, cruise stateroom, etc. If it is a client’s birthday and you know the favorite restaurant they always go to, arrange for a birthday dessert to be delivered to the table to top off the evening.

Manage the experience

“These procedures have helped us become more efficient and set client expectations up front. I want them to know that I am dedicated and take personal responsibility for their satisfaction.”

Develop a New Client Checklist to create consistency in delivery. Review it with new clients on their first visit. Explain how your team works together, who clients should speak with about different issues and the best time to reach you. Discuss call-back procedures so their expectations will be met. Also, create a Future Checklist that encompasses other issues you will cover with clients, such as how to read statements. Offer to review with them each statement received in the first 90 days to make sure they understand it.



Remember: Please check with your firm’s Compliance Department before initiating events to verify that the activity complies with firm policy and industry rules. Also, be sure to follow your firm’s approval process to obtain approval for any business-building ideas or marketing materials you would like to use with clients. For help with this and any other business-building ideas, please call your MFS® partners at 1-800-343-2829 or +1-617-954-6450 (non-US).

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Establish a bill of rights

“We wanted our clients and prospects to really feel the quality of service our team provides. One big step was to define how we feel about clients and their relationships with us.”

Focus on treating your clients like the Ritz Carlton treats theirs. Solicit suggestions from each team member and develop an Internal Client Bill of Rights. Have this document in plain view on every team member’s desk as a reminder when talking with clients. Sample:

Internal Client Bill of Rights

It is a privilege to serve our clients, not just a job. Clients’ calls are not an interruption; they are why we are here. We are professionals who provide solutions for our most important asset, our clients. We treat our clients like important family members because they are part of our family. Our clients are and always will be the lifeblood of our business.

Tend to your tone

“The tone of my voice can control the situation. In almost every case, the client settles down and becomes more reasonable.”

One of the most important parts of the job is to help make sure that clients are as comfortable and confident as possible during times of market volatility. The tone of a team member’s voice can impact the situation. When a client visits or calls and is unhappy or sounding stressed, keep a calm and empathetic voice. The person on the team with the initial contact can have a big impact on how the rest of the phone call or meeting unfolds.

Tend to the issues

“It’s always the little things that make big differences in the quality of our client relationships.”

Stay aware of life-changing events in your clients’ lives, including serious illnesses, hospitalizations, weddings, funerals, divorces and other sources of family anxiety. By scheduling time on your team calendar to visit clients as they deal with these life events, you will build lasting family relationships and retain assets.

Extend communications

“It’s a lot easier and less expensive to bring in more assets from existing clients than to find new ones.

Establish a communication plan for existing clients to help grow your business. If you rank your clients, A, B, C and D, for instance, create a plan to carefully manage contact with your A clients and increase contact with your B clients. Between scheduled phone calls, emails and mailings, initiate extra phone or email contact with your B clients. After a few months, focus on scheduling appointments with them. You will be surprised at how many clients you can move from B to A status.

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