

MFS® SMART REFERRAL PROCESS

MFS® Smart Referral Process

mfs.com

How to get more clients like your best clients

Growing your business is paramount to long-term success, and the art of the referral is more important than ever. These simple yet effective strategies will help you leverage your best relationships to expand your business with like-minded clients.

Why is this the case? Think of which is more valuable, a referral or a personal introduction or recommendation? A review on a website is helpful, but aren't you more likely to use a product or service that is endorsed by a family member or friend? The same holds true for financial advice.

Here are four essential facts to keep in mind about high-net-worth clients:

1**FACT**

They are generally acquired through personal introduction or personal recommendation.

2**FACT**

They generally interact with people in the same niche.

3**FACT**

They are potentially excellent centers of influence.

4**FACT**

They often welcome the opportunity to be part of your success.



To learn more about the MFS Smart Marketing Program or other business-building resources, call your MFS sales team at 1-800-343-2829 or visit mfs.com.

FOR INVESTMENT PROFESSIONAL AND INSTITUTIONAL USE ONLY. Should not be shown, quoted, or distributed to the public.

MFS® Smart Referral Process

Where to begin? Just ask

When you focus your niche marketing plan around your best clients, your success will depend on the wording of your questions and statements. For example, follow the sequence of these questions:

Financial professional (FP): You are one of my best clients. Would you have a few minutes to offer me some help or advice?

Client: Sure.

Financial professional (FP): I would like to expand my practice with more (insert niche market) just like you. Do you think that is a good idea?

TALKING POINTS

1 SCENARIO

Client: I think it's a great idea.

FP: If you were me, how would you go about it?

Client: I'm not really sure.

FP: Beside yourself, who are the two or three most successful business people in your (niche market)?

Client: (Gives you some names)

FP: Should I be calling on them?

Client: Probably.

FP: What would be the best way to reach them? Can I ask you for an introduction to them?

Either right out of the gate or with deeper probing, you can have your best clients providing you with the right kind of leads.

2 SCENARIO

Client: I think it's a great idea.

FP: I've recently been using LinkedIn to find professionals in [insert niche market] that I'd like to work with and noticed you were connected with these (show names) four people. Do you think they would be a good fit?

Client: I don't know [person A or C] but I think [person B and D] would.

FP: What would be the best way to reach them? Can I ask you for an introduction to them?

3 SCENARIO

Client: Probably not a good idea.

FP: May I ask why?

Client: (The most common answer will probably be, "They already have an advisor.")

FP: All of my best clients, including you, had advisors when I first met them. However, they found that my team and I provide a level of investment experience and personal service they had not experienced before. With that in mind, do you think you might be doing them a favor?

Client: Yes, you probably should contact them.

FP: If you were me, how would you go about meeting them?

MFS® Smart Referral Process

What's next? Targeting a specific center of influence

Another technique would be to find out if your client could be a significant center of influence.

Questions you may want to ask yourself

- What business or trade organization(s) does my client belong to?
- Is it a niche market that I would enjoy working in?
- Are there trade publications that I should subscribe to that could help me understand my client's world better?
- How many niche markets can I focus on and still be effective?

Where do you go from here? Next steps

Niche markets will allow you to grow your business while keeping it focused. You need to build as much knowledge as you can about the niche you choose. Get started with these three steps.

NEXT STEPS



To learn more about the MFS Smart Marketing Program or other business-building resources, call your MFS sales team at 1-800-343-2829 or visit mfs.com.

MFS is not affiliated with thetradeshowcalendar.com. This website is being provided as convenience and for informational purposes only; it does not constitute an endorsement or approval by MFS.®

The views expressed in this flyer are those of MFS, and are subject to change at any time. These views should not be relied upon as investment advice, as securities recommendations, or as an indication of trading intent on behalf of any other MFS investment product.

FOR INVESTMENT PROFESSIONAL AND INSTITUTIONAL USE ONLY. Should not be shown, quoted, or distributed to the public.