



# ELITE ADVISOR

## PERFORMANCE PLAN



**ADVISORS**  
EXCEL

Since forming around a kitchen table in 2005, Advisors Excel has maintained a relentless focus on integrity, innovation and independence. We have sought to redefine the role of the independent marketing organization in our industry – helping you, one of the most elite financial advisors in the country, provide invaluable financial strategies for your valued clientele.

The value Advisors Excel provides begins with identifying the goals and objectives of each individual professional the company works with. With that objective in mind, Advisors Excel commits its time, money and resources to achieving it. Not merely because it is profitable to do so, but because doing so ultimately helps real people and real families gain a measure of comfort in their ability to live the lives they've envisioned for themselves.

The advisors, like yourself, who Advisors Excel is fortunate to work with, find success when you help your clients create the financial freedom that can allow them to pursue their passions in retirement. That's why, at Advisors Excel, business growth is about creating freedom – for you and the families and individuals you serve through your business.

Enclosed in the Elite Advisor Performance Plan is a guide for you to create the business of your dreams. However, the first step in any plan is knowing the current condition of your business. Like any high-performance machine, your business must have a periodic diagnostic to keep it at a peak level of performance. A diagnostic helps determine what areas of your business are in top working order while at the same time identifying key areas that need attention and improvement. This diagnostic starts with a deep review to do on your own, rating where you believe you are in the 6 key aspects of your business. You'll then review some key metrics from this past year to compare to industry benchmarks and where you want to be in the future. Next, set your goals for next year ... setting the bar for where you want to be at the end of 2019. This can sound daunting at first, but rest assure, this is a quick self-diagnostic, that you simply answer with honest ratings on where you believe your balance is in your business.

After you complete the first two sections, your Annuity Marketing team will take over. You return the first two sections to your team. They will then schedule a time for your coach and you to review your assessment and deliver a diagnosis on the state of your business. Your coach will take you through solutions to implement for areas that you agree have performance gaps in your business. Then your coach will help you decipher your key metrics and help you lay out a complete marketing plan for 2019. Now, this won't be a "gut-feeling" marketing plan. This will be a data-driven marketing plan based on your and other top financial professionals' past experiences.

Lastly, your coach will help you get to "Your Focus Three" and finalize your Performance Plan. Over the years, we've seen a consistent theme from financial professionals that experience the most growth. Instead of trying to improve every tiny aspect of their business at once, these advisors focus on a limited number of implementation steps. This has helped them avoid paralysis some professionals feel when they focus on too much. Instead they made incremental improvements to their business that have equaled massive growth. Your coach will help do the same, getting you to THREE top things to focus on going forward until they're completely implemented. Your coach will then follow up at least monthly, helping as much as possible to get you the right resources and tools to implement Your Focus Three and grow in 2019.

Now, let's get started building a plan to grow the business of your dreams! Please sign and date on the lines below so we know you own this plan. Thanks for allowing us to partner with you on your dreams, your business dreams and your family's dreams!

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Owner

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Date



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## PERFORMANCE PLAN

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**The Business Owner Diagnostic and  
Plan for Elite Financial Advisors**

## BRANDING & IMAGE

Rate the following on a scale of 1 to 5, with 1 (Least True) – 5 (Most True)	
I am proud of our company's name, logo, look and feel.	1 2 3 4 5
I commit a portion of our annual marketing budget to branding efforts (i.e., separate from prospecting efforts).	1 2 3 4 5
Our firm is a well-known, household name in our market.	1 2 3 4 5
Our firm's print materials (Ex. business cards, letterhead, envelopes, brochures, folders, notecards, etc.) are high-end and represent our organization with excellence.	1 2 3 4 5
Our firm's supporting marketing materials (Ex. sales sheets, seminar PowerPoints, website, digital advertising, etc.) maintain a consistent, high-end look and feel across media.	1 2 3 4 5
Prospective clients in our market know how we are different from other competing firms.	1 2 3 4 5
When new prospects come into our office, they generally indicate they were previously familiar with our firm.	1 2 3 4 5

**TOTAL SCORE:** \_\_\_\_\_/35



# MARKETING & CLIENT ACQUISITION

Rate the following on a scale of 1 to 5, with 1 (Least True) – 5 (Most True)	
Our company operates by a well-thought-out, comprehensive annual marketing plan.	1 2 3 4 5
Our company has a defined annual marketing budget.	1 2 3 4 5
We have at least three productive client acquisition strategies or funnels operating simultaneously at all times.	1 2 3 4 5
Our team tracks the results and exact return on investment of each client acquisition (i.e., prospecting) strategy we deploy.	1 2 3 4 5
We make data-driven marketing decisions vs. operating by instinct, emotion or "gut feel."	1 2 3 4 5
We are actively leveraging digital marketing as one of our current marketing strategies.	1 2 3 4 5
We test at least one new marketing or client acquisition strategy each year.	1 2 3 4 5

**TOTAL SCORE:** \_\_\_\_\_/35



## SALES

Rate the following on a scale of 1 to 5, with 1 (Least True) – 5 (Most True)	
Our firm utilizes the same systematic sales process for every prospect walking through our doors.	1    2    3    4    5
Our sales process has a proprietary name that is marketed throughout all our company's prospecting efforts.	1    2    3    4    5
Our sales process includes a branded, tangible deliverable which can be shown and referenced throughout.	1    2    3    4    5
Our sales process is holistic and allows us to effectively address prospects' entire financial picture – positioning solutions for all assets.	1    2    3    4    5
Our sales process clearly communicates the decisions we expect prospects to make in each appointment so as to avoid prolonging the sales cycle.	1    2    3    4    5
Our sales process is thoroughly documented, allowing us to onboard associate advisors into our firm and have them effectively producing within 60-90 days.	1    2    3    4    5
Our sales data is thoroughly tracked, giving us optics on closing rates of all selling advisors as well as the ability to diagnose any snags or weak spots in our sales process.	1    2    3    4    5

**TOTAL SCORE:** \_\_\_\_\_/35



## SERVICE & OPERATIONS

Rate the following on a scale of 1 to 5, with 1 (Least True) – 5 (Most True)	
I am 100% excited about the team I currently employ.	1    2    3    4    5
When needing to hire, I have a systematic process by which I obtain (and retain) great talent, and when needing to fire, I make decisions definitively and know my company's legal obligations regarding any terminations.	1    2    3    4    5
Team members are cross-trained and team roles are fully documented in an office manual ensuring our firm is never at a standstill because of the loss (temporary or otherwise) of a given team member.	1    2    3    4    5
Our clients receive proactive communication throughout the sales process – keeping them fully informed of exactly what is going on until contracts are issued.	1    2    3    4    5
We have our clients categorized, and they receive tiered service, communications and invitations to client events based upon the opportunity they represent to our firm.	1    2    3    4    5
We maintain a well-marketed client appreciation event calendar with at least three events per year, and we provide ongoing educational events for existing clients – encouraging them to bring friends.	1    2    3    4    5
At least half of our business on an annual basis comes from referrals and personal introductions.	1    2    3    4    5

**TOTAL SCORE:** \_\_\_\_\_/35



## TECHNOLOGY

Rate the following on a scale of 1 to 5, with 1 (Least True) – 5 (Most True)	
We offer our clients online portal access to their accounts, giving them the freedom to check account values at their convenience.	1    2    3    4    5
We leverage financial planning software in our sales process to help illuminate needs and demonstrate the power of our recommendations.	1    2    3    4    5
We fully utilize a robust CRM to track all client accounts, systematize client communication and maximize additional sales opportunities.	1    2    3    4    5
We leverage video technology, allowing us to stay virtually “face-to-face” with our clients throughout our sales process.	1    2    3    4    5
We use e-app platforms to ensure our business is submitted in good order and issued as quickly as possible.	1    2    3    4    5
We utilize a Managed Service Provider (MSP) to handle I.T. management, computer network technical support and information security.	1    2    3    4    5
Our firm is fully insulated from cyber-security threats, and our clients’ financial information is fully protected.	1    2    3    4    5

**TOTAL SCORE:** \_\_\_\_\_/35





## LEADERSHIP

Rate the following on a scale of 1 to 5, with 1 (Least True) – 5 (Most True)					
Our team holds effective weekly meetings in which I am a participant but not required to be the coordinator or facilitator.	1	2	3	4	5
I attend at least two professional development conferences or events per year (aside from continuing education courses) to help myself grow as a leader.	1	2	3	4	5
I am regularly involved in a network of other like-minded top advisors – exchanging best practices, lessons learned and leadership skills I can employ in my practice.	1	2	3	4	5
I am never at a loss when it comes to personal mentors and seasoned colleagues whose advice I can solicit.	1	2	3	4	5
I demonstrate a very reasonable work-life balance and mandate that my staff do the same.	1	2	3	4	5
If asked, my staff would say they fully understand our company's goals and vision.	1	2	3	4	5
I am a noticeably better leader than I was three years ago.	1	2	3	4	5

**TOTAL SCORE:** \_\_\_\_\_/35

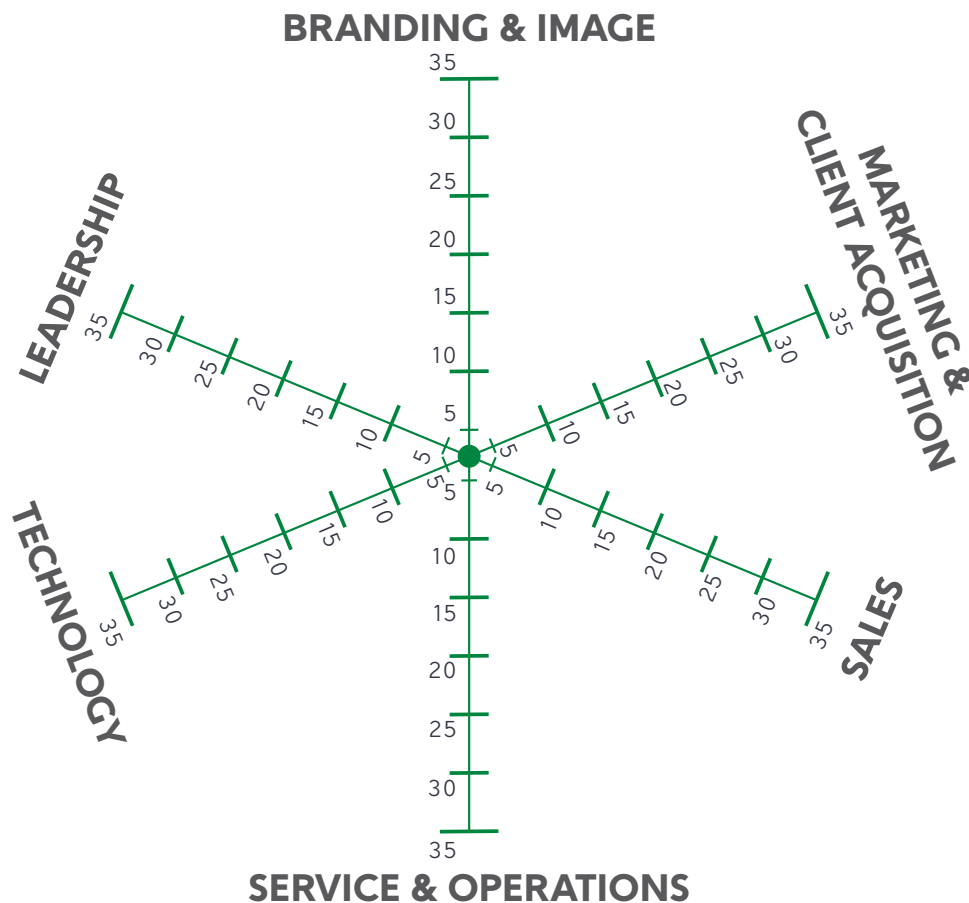


# YOUR BALANCE

We believe that advisors “excel” when they move from being good sales people to becoming great business owners. We have identified six critical components to running a successful, high-performing financial advisory business.

In order to build and maintain a high-performance business, it’s critical that each of these six components are working at optimum efficiency. For example, if your marketing is great and funneling more high-quality prospects through your doors than you can handle but your sales process is broken, you will never ultimately build an elite, long-lasting business. Similarly, maybe both your sales and marketing processes are working great, but you are out of balance in your personal life – working 70 plus hours a week and struggling as a leader. If so, you will never achieve your maximum potential as a business owner.

To determine the current balance of your business, take your scores from the following pages and plot them on this wheel. Start from the center, and use the key mark to chart your current status in each category. Then connect the dots to see how balanced your business is (or isn’t.) If you have serious deviations or “flat spots,” you will now understand why your business doesn’t “roll along” as smoothly as it could.



(NOTE: 5 POINTS = 1 NOTCH ON THE DIAGRAM ABOVE)



## KEY METRICS

	2018	2019 GOAL	INDUSTRY BENCHMARKS
1st Appt. Set			Annuity Marketing Team will help build a plan.
Stick Rate			75% of 1st appointments set, show
Closing Rate			30% of 1st appointments seen, closed

## GOALS - 2019

1. \_\_\_\_\_ Overall Production
2. \_\_\_\_\_ FIA Production
3. \_\_\_\_\_ AUM Production
4. \_\_\_\_\_ Life Production
5. \_\_\_\_\_ Time Off Goal
6. \_\_\_\_\_ Other

## ARE YOU A LIFESTYLE OR A GROWTH FIRM?



**STOP HERE!** Please submit portion completed up to this point to your Annuity Marketing team. Your team will coach you through the rest of the plan.



# —IMPLEMENTATION BIG BOARD—

"BRAINSTORM" → "PRIORITIZE" → "FOCUS"		
1	1	1
2		
3	2	
4		
5	3	
6	4	2
7		
8	5	
9		
10	6	
11	7	3
12		
13	8	
14	9	
15		
16	10	
17		
18	11	
19		
20	12	
21	13	
22		
23	14	
24		
25	15	

"IT'S NOT A KNOWLEDGE PROBLEM,  
IT'S AN IMPLEMENTATION PROBLEM."

– Brian Moran, author of "12-Week Year"

## YOUR FOCUS THREE

1. \_\_\_\_\_

- Why is this important to you?

---

---

- What are next steps needed to complete?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

2. \_\_\_\_\_

- Why is this important to you?

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---

- What are next steps needed to complete?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

- Why is this important to you?

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- What are next steps needed to complete?

1. \_\_\_\_\_

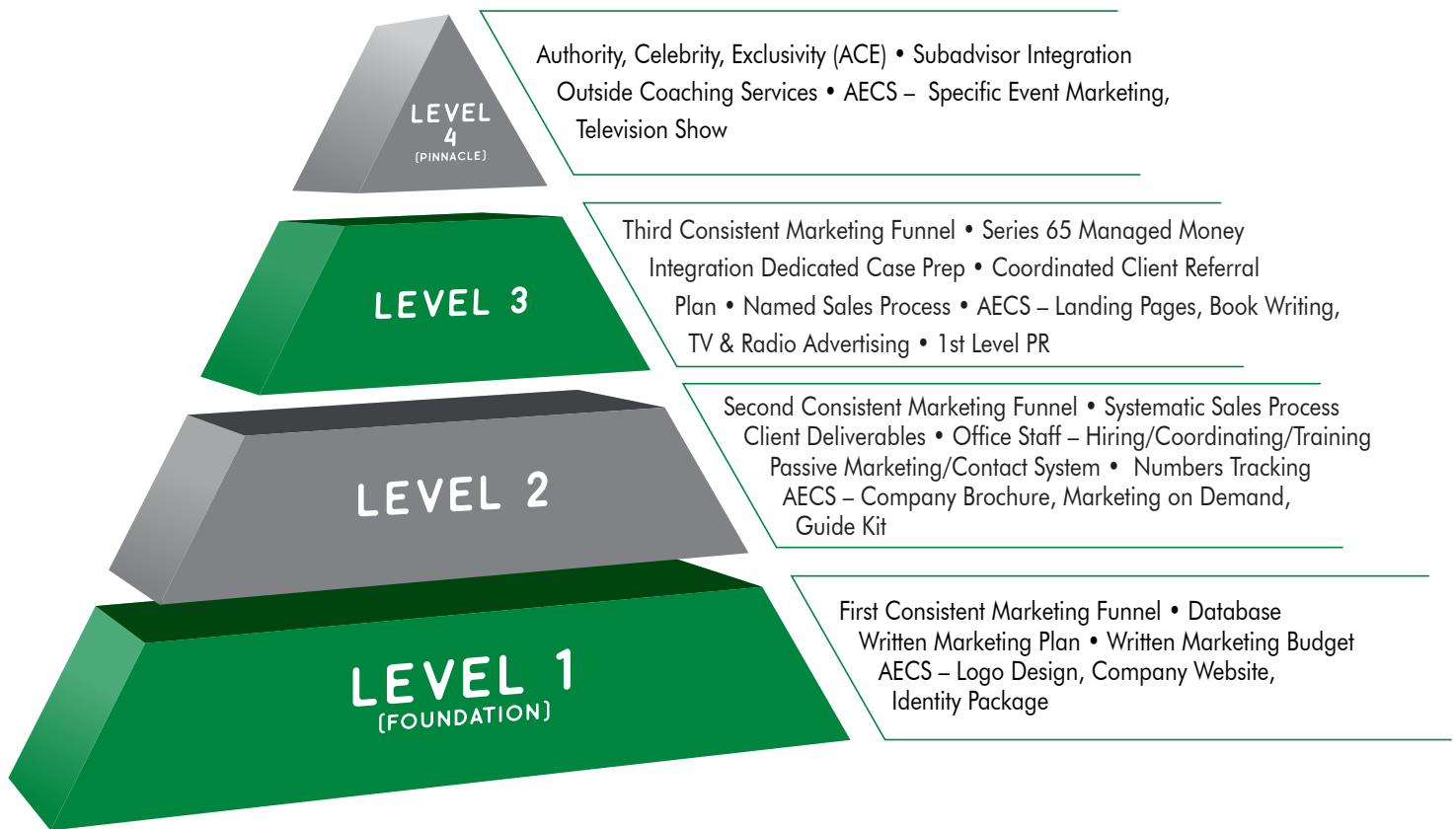
2. \_\_\_\_\_

3. \_\_\_\_\_

**"A MAN WHO CHASES MANY RABBITS, CATCHES NONE."**

– Confucius

# THE AE PYRAMID



**THE BUILDING BLOCKS TO GROWING  
A FINANCIAL ADVISOR FIRM ON A STRONG FOUNDATION**



## NOTES

[illegible]



**ADVISORS**  
EXCEL<sup>®</sup>

[www.advisorsexcel.com](http://www.advisorsexcel.com)

866.363.9595

2950 SW McClure Rd | Topeka, Kansas 66614

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