

The StorySelling Guide

In StorySelling, it's critical to ask questions that uncover what your prospective clients really want. At their core. These are the questions that were found to stimulate clients to talk and reveal telling emotions, values, and hopes that they held dear. Because,

- People like being asked.
- People like to talk about their life.
- People respect you for asking.
- People feel more important because you asked

Investors were asked this question, "What need were you feeling inside that made you want to see an advisor or broker?" Here are some of the answers they gave:

- ◆ "I'm afraid I'm not doing the right things with my money."
- ◆ "I don't want to be burdened with details."
- ◆ "I'm afraid of ending up like my folks, old and scraping by."
- ◆ "I just want to simplify all these investments. It's too hard to keep track of them all."
- ◆ "I want to make sure my family is taken care of."
- ◆ "I want the freedom to do what I want with my life ten years from now."
- ◆ "I don't believe you can ever have enough."
- ◆ "I want to keep what I have and maintain my lifestyle."
- ◆ "I need to talk to someone who knows what he's talking about."

These investor responses further validate the need to create a bond of trust with prospects and clients. As a result, extensive research, including numerous case studies, have shown that these 10 questions place Financial Advisors in a relationship of trust, confidence and loyalty with their clients. Further, it's been proven in case studies that these *exact* words must be used for maximum impact.

The Questions

Where are you from?

The responses they give will reveal foundational values, beliefs, priorities, and dreams these clients hold dear. A successful Financial Advisor will keep these responses in mind in every dealing with their clients.

Tell me about your life's work (or the work you did).

Some people identify so strongly with what they do that they need to talk about it. They need to explain, to remember, or even gloat. It's a big part of who they are. They may have an ego need to have others respect or acknowledge their accomplishments. Be especially attuned to this need when you see a lot of alphabet soup after a name.

What is the best financial decision you have made in your life?

The successes that clients speak about here are deeply rooted in their emotions. Financial Advisors greatly increase their chance of making the right emotional connection by first listening to their unique investment autobiographical accounts.

What other people have you assumed some financial responsibility for besides yourself?

This is an appropriate question for the baby boomer generation, many of whom now must face the prospect of supporting parents in their winter years who are not well provided for. Many boomers have thought fleetingly about what their responsibilities might be but have not come to the point of factoring those responsibilities into their own retirement plan.

Are there any stocks or companies that you would not care to invest in as a matter of principle or for moral reasons?

Many people have strong aversions to investing in selected sectors, companies or even specific mutual fund companies in which they may have had a negative experience. Moral objections can range from mild to intense, and any wise Financial Advisor will determine these objections in order to keep well away from them.

What principles do you follow with your money?

This question is designed to help Advisors avoid the landmines that could potentially arise with clients and prospects by not knowing *how* they prefer to have their money work for them.

What do you want your money to do for you?

A feeling of calm and security as well as understanding what it is they have done with their money is what keeps clients content.

If you could pass along one lesson to your children or grandchildren, what would it be?

It is of immeasurable benefit for Advisors to be aware of the principles clients have followed up to this point and that they see as valuable enough to pass on to those they cherish. In this way, it's possible to match products to their principles.

Why are you looking to move your account?

It is extremely helpful for a Financial Advisor to know what sort of broker baggage or Advisor afflictions a client may be carrying. This gives

What do you expect from a Financial Advisor?

By asking this question, Advisors can determine a plan of client care that ensures a high level of satisfaction every step throughout the process.

Have you ever thought about how much money is enough?

What better way for clients to leave the meeting than with the feeling that this Advisor knows what they need and will do their best to deliver those results.

Here are some simple ways that Advisors can earn clients' trust and confidence – from the first appointment throughout the life of the relationship. Bear these in mind during interactions with clients and prospects.

- Avoid being defensive.
- Admit mistakes quickly.
- Don't pretend to know things you don't.
- Learn to laugh easily at your mistakes.
- Don't expect presentations to always go perfectly.
- Learn from your mistakes instead of making excuses for them.