

CREATING DISTINCTIVE VALUE

EV + DV x T =
PREFERRED STATUS

GOAL

PREFERRED STATUS

Unique, Rare & Precious

$$EV + DV \times T = PS$$

DISTINCTIVE VALUE

- Nurture Relationship
- Send Roses

DISTINCTIVE VALUE

- Product Based DV
- Service Based DV
- **Knowledge Based DV**

DISTINCTIVE VALUE

- Professional DV
- Personal DV

DISTINCTIVE VALUE

In context of

Networking

Networking is NOT:

- Selling
- Using people strictly for gain
- Coercing or manipulating someone to do what you want
- Putting friends, neighbors, or associates on the spot
- Badgering people about your business

Why Clients Quit Professional Advisors

US World News

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- 3% Move
- 5% Friendship with a competitor
- 9% Competitive reasons
- 14% Product/Service Dissatisfaction
- 68% ?

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- **68% - Attitude of indifference toward the client. (Making client feel insignificant, unimportant, or unwanted!)**

The time it takes....

Where do you find it?

Table Talk

1. What do I and can I do to add DV for my clients?
2. Which clients do I or should I focus on?
3. Can I and should I delegate DV delivery to others in my organization?
4. Will I do any of the above?