



SPECIAL REPORT: *The Secret to Capturing More and Better Referrals From Trusted Advisors*

Financial Planners, life insurance agents and wealth managers know that their ultimate success hinges upon referrals from trusted advisors and other centers of influence.

They also acknowledge how time-consuming, difficult and frustrating this process can be. The cards are stacked against success (see box).

We offer a novel solution to this dilemma: Rainmaker sponsorship. Our strategy assures that referrers, who hold the combinations to the most valuable client vaults, open them freely and willingly.

The value proposition of our sponsors is simple. They are the conduits to new clients for trusted advisors and other centers-of-influence. Their message: ***“If you work with me, I can help you land new clients. And not just one, but many.”***

This is an immediate attention-getter. And the message is further enhanced: ***“I can make sure that your client acquisition costs are lower than your competition.”***

Why referrals from trusted advisors elude you. They ...

- Don't think you can refer back.
- Have long-standing relationships.
- Are risk averse.
- Think you make too much money.
- Simply do not have time for you.

sponsors recruit accountants, attorneys and other centers-of-influence into a highly effective business development program: Client Quest™.

Participants in Client Quest™ work with marketing facilitators armed with state-of-the-art tools to generate substantial business. Does the program work? According to a participating intellectual property attorney, ***“this program can only be described as ‘lucrative’”***.

An accountant participating for nine years states, ***“I recommend this program as an effective practice development resource”***.

While Client Quest™ participants are charged a reasonable fee for this service, sponsored ones are charged fees discounted by as much as 20%. This creates instant goodwill to sponsors responsible for the economic benefit. The result: the trusted advisors and other centers-of-influence feel obligated to their sponsors and are motivated to refer meaningful client prospects to them.

Sponsors also play proactive roles as both advocates and business development facilitators for their Client Quest™ participants. This requires little time for sponsors, but it reinforces their value to the referral sources. Most importantly, the fact that the trusted advisors and centers-of-influence receive new clients through the program negates the necessity for sponsors to “step up” as direct sources of prospects themselves. That dreaded phrase, ***“You refer to me first and then I will refer to you”*** disappears.

Sponsorship fees are reasonable: less than the average meal tabs absorbed entertaining prospective referral sources that will seldom actually refer business.

Sponsorship also opens the client vaults of a potentially large universe of trusted advisors and centers-of-influence. Since the strategy is not dependent upon “refer first”, but instead on unique added value, the number of referrers is unlimited.

Benefits to financial services pros:

- *Eliminates the pressure of having to refer back.*
- *Creates a competitive edge – “A pro that truly cares about me and gets me clients”.*
- *Provides continuous, welcome visibility with referrers.*