

Value Added For Clients

An absolutely critical part of every annual review meeting should be to remind the client politely where you have added value during the previous 12 months.

Wherever possible quantify the wins for the client in cash. While not everything has a tangible cash benefit an awful lot of things do if you just think a bit harder.

Here is a suggestion for systemising the approach:

1.) Create a master list of value added areas like the one below. Add to this list every time you think of a new way that you or your firm has added value to its clients. All staff can have input into this. Turn it into a document (or field in your CRM system) that sits in each clients electronic file that allows anyone working on that client to record a piece of value added as it occurs. This will save you having to trawl through files in preparation for the annual review.

Client Name: Mr XYZ

<i>Value Added Area</i>	<i>Benefit to Client (£££ wherever possible)</i>
<p><i>Investment</i></p> <ul style="list-style-type: none"> • Extra returns • Costs saved 	
<p><i>Tax</i></p> <ul style="list-style-type: none"> • Pension tax savings • CGT tax savings • Investment earnings tax savings • Income tax savings • PAYE/NI savings 	
<p><i>Insurance</i></p> <ul style="list-style-type: none"> • Premiums saved • Claims paid out • Quality of cover (definitions) increased • Insurance premium tax savings 	
<p><i>Education</i></p> <ul style="list-style-type: none"> • Books recommended to client • Articles provided to client • Seminars held for client • External seminars recommended to client (and paid for by us for 'A' clients) 	
<p><i>Debt</i></p> <ul style="list-style-type: none"> • Interest saved • Debt made tax deductible & tax saved • Debt eliminated • Debt created (& value added as a result) • Debt re-structured successfully 	

*Advise Better
Live Better*

UNCOVER YOUR BUSINESS POTENTIAL *Day Four*

Estate Planning

- Wills established
- Trusts established (& assets or people protected as a result)
- IHT saved
- Other tax saved

Problems Avoided

- Recommendations to NOT do something
- Strategies or structures established that avoid problems in future

Other Professionals

- Referrals to other professionals
- Tax saved as a result
- Costs avoided as a result
- Structures established as a result
- Any benefits from advice given

Administration Hassle

- Stuff ups fixed without the clients knowledge (hours spent)
- Stuff ups fixed raised by the client (hours spent)
- Benefits of fixing the stuff ups

Advise Better
Live Better