
AFA National Conference 2009

GOLD COAST October 4-6 • RACV Royal Pines Resort

Welcome to the AFA National Conference 2009

creating the future...



AFA National Conference 2009

GOLD COAST October 4-6 • RACV Royal Pines Resort

Practice & Development

Session Stream 7

Sam Aylett



Don't give me theory...
give me marketing that has actually
worked



Sam Aylett
National Manager, Business & Marketing Programmes
AXA Financial Advice Network

AFA NATIONAL CONFERENCE 2009

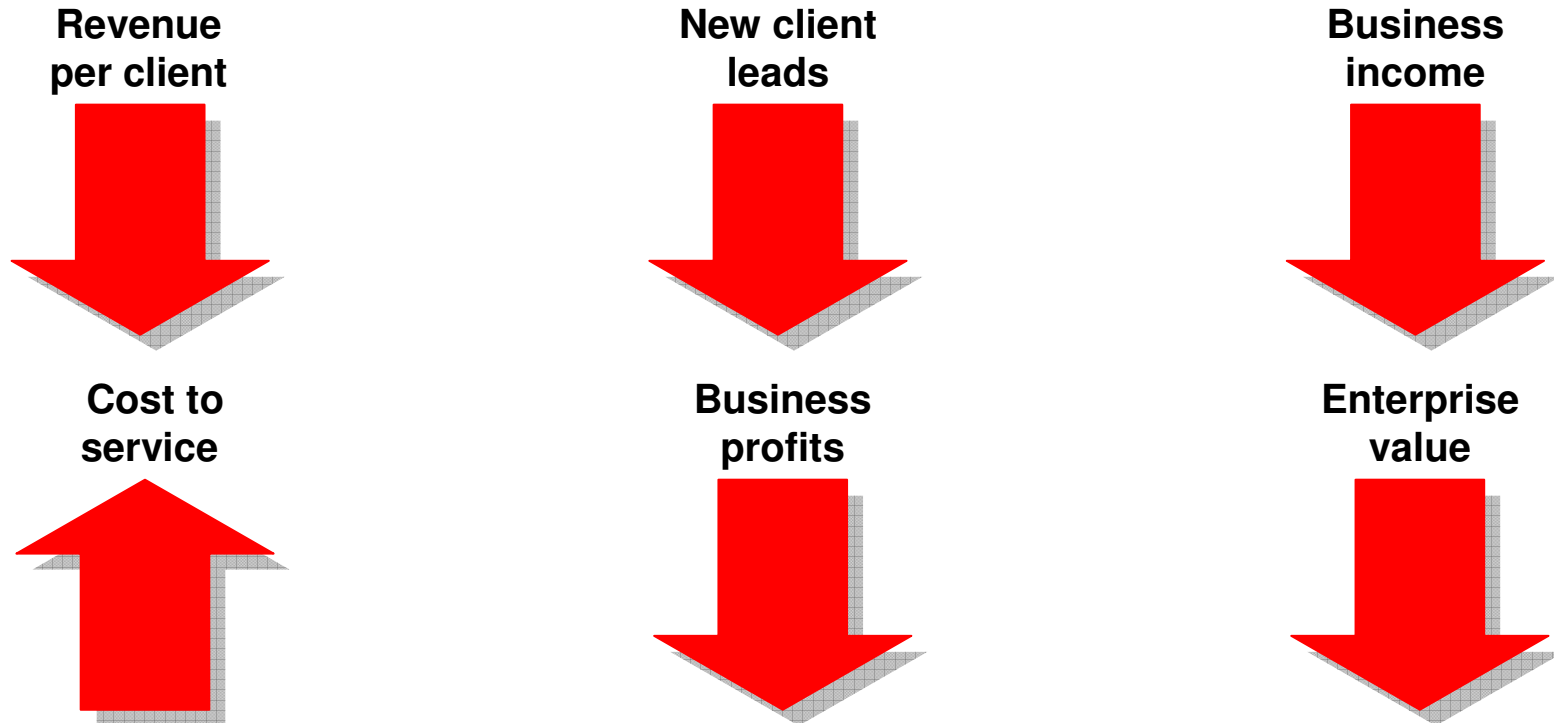
It's all about you...

- share experiences and insights from a network of 400 businesses

An unfamiliar situation...

- clients concerned, confused, nervous ... even angry
- falling FUA and, for many, falling business revenue
- same number of clients to service ... taking more time
- new client leads dried up

...posing a particular challenge



Really good businesses...

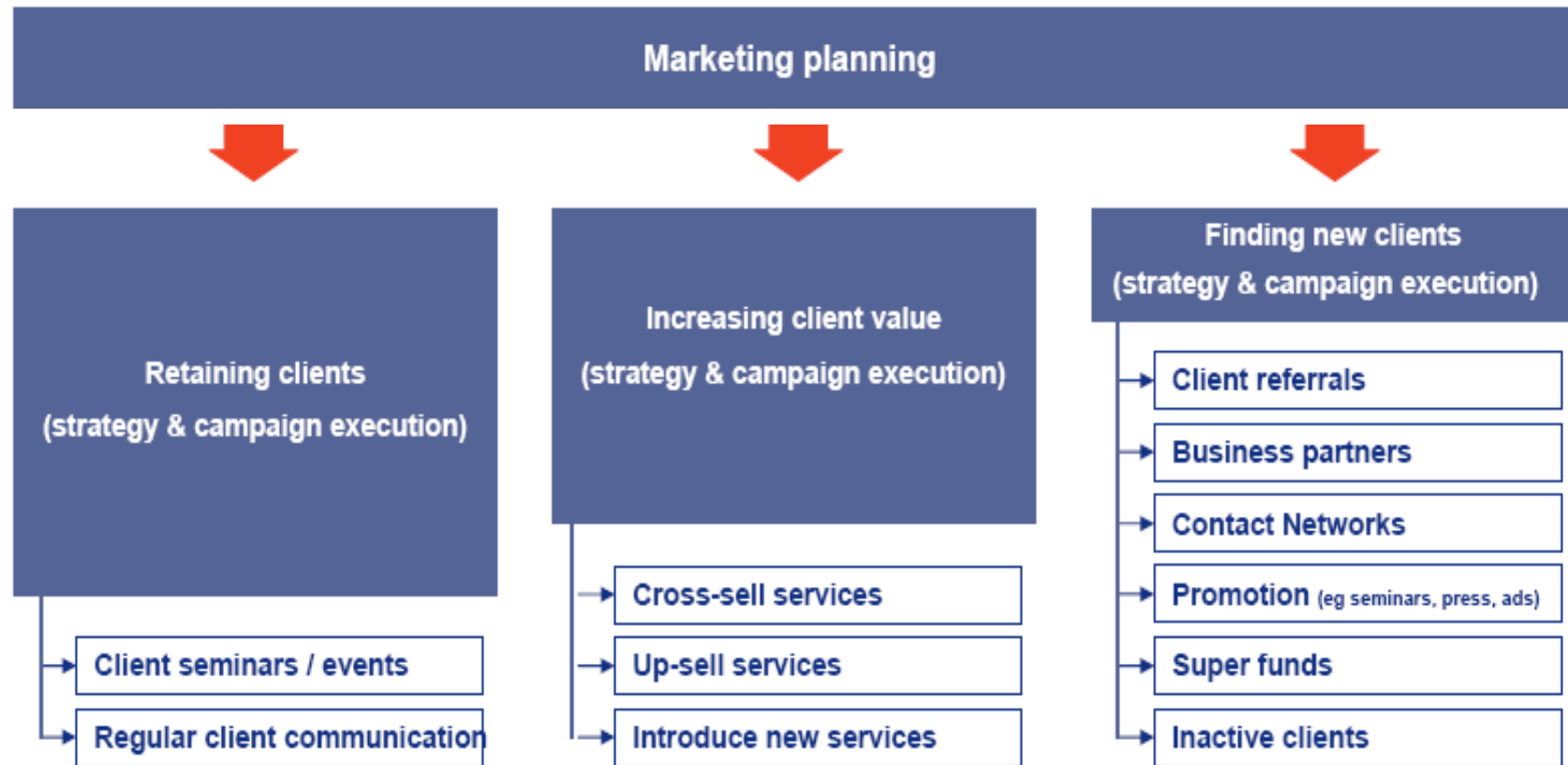
- have positioned themselves to **survive** the challenge
- are implementing strategies to **thrive**

Really good businesses...

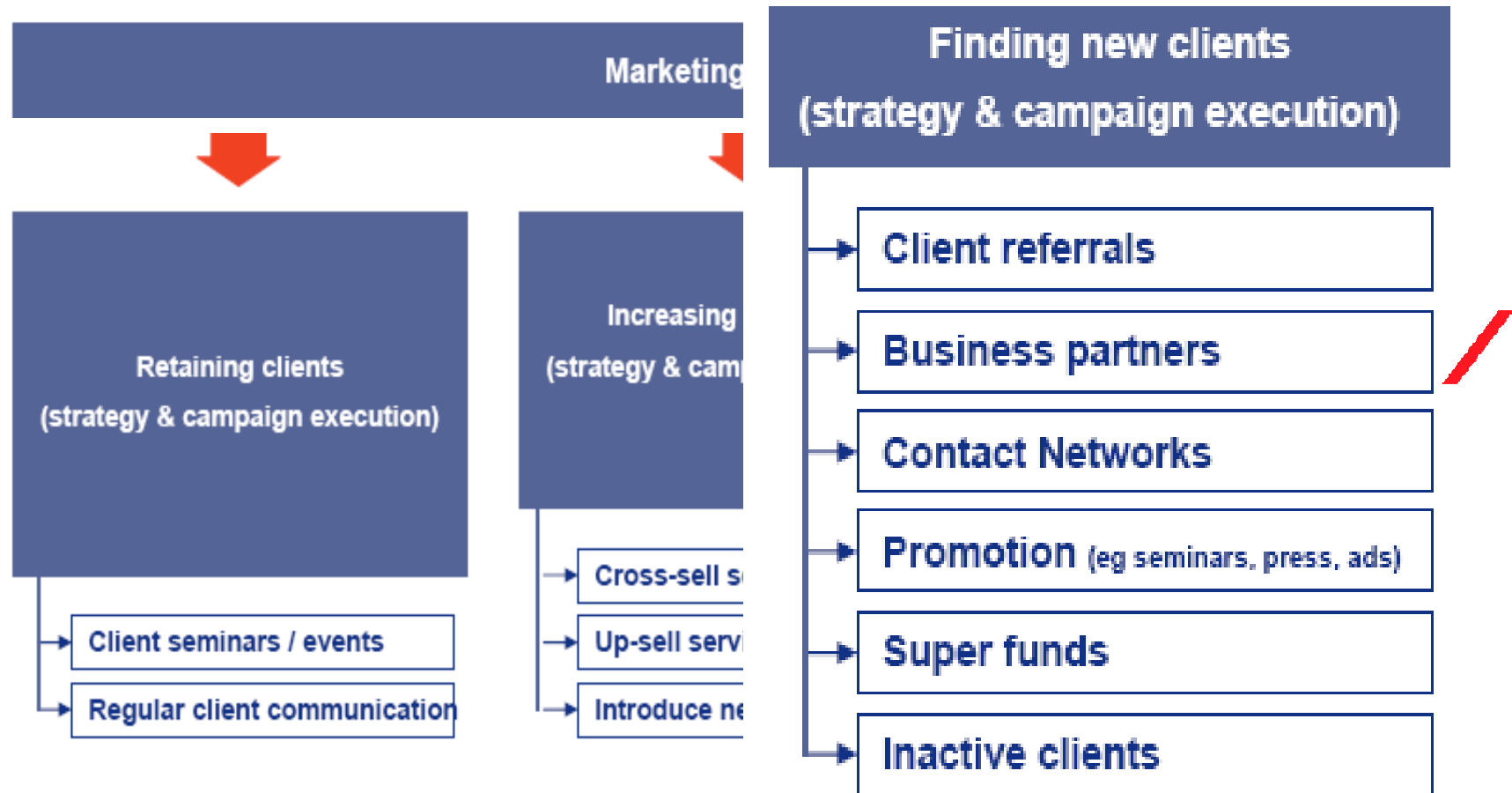
Consistent traits are...

1. always on the look-out for opportunities
2. working smarter, not harder
3. being proactive not reactive
4. stop to think (plan), rather than a frenzy of activity for activity's sake

marketing that has actually worked



marketing that has actually worked



marketing that has actually worked

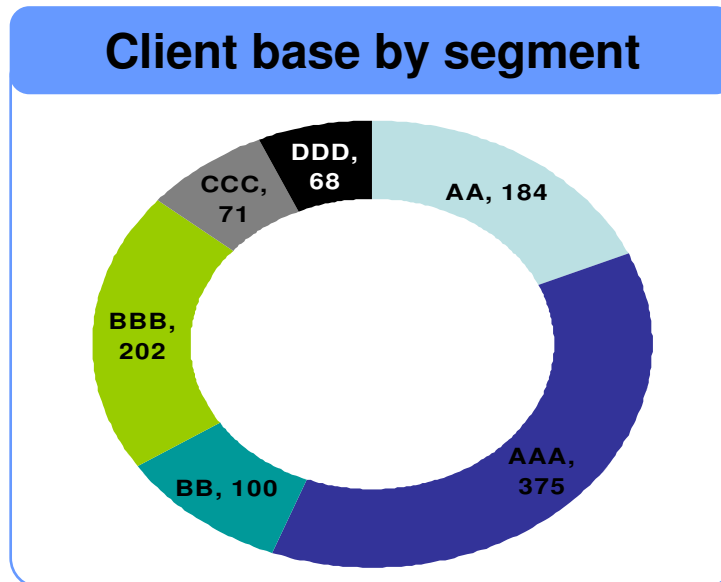
Common challenge /
problem

- hard to establish
- ultimately in a reactive position



Business partners - identify the most likely and attractive

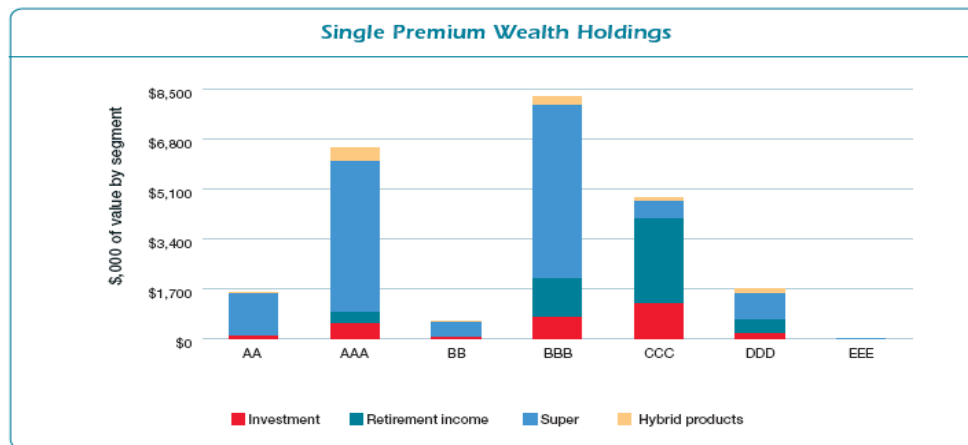
Being **smarter** and analysing prospect bases to **proactively** identify opportunities.



- segments based on Roy Morgan Research data
- indication of the propensity / likelihood to purchase financial advice
- indication of where they typically hold their wealth

Business partners - identify the most likely and attractive

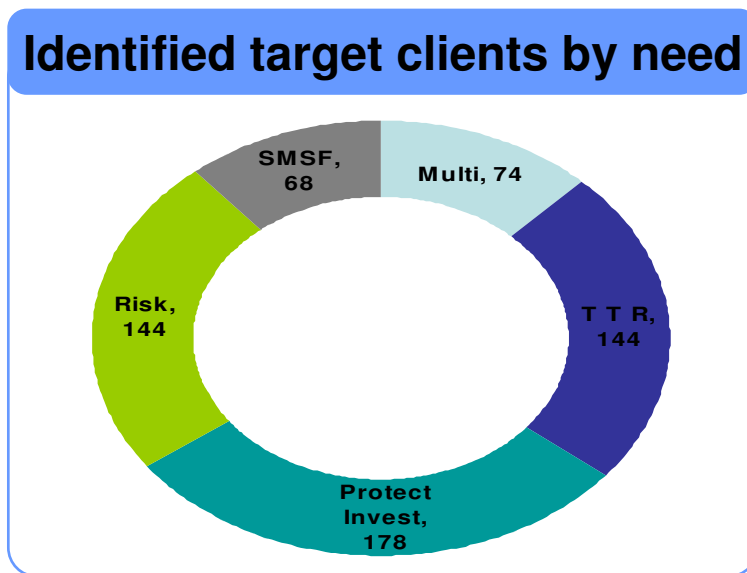
Being **smarter** and analysing prospect bases to **proactively** identify opportunities.



- AXA's knowledge of typical product holdings by segment
- indication of the value / potential in each segment of the client base

Business partners - identify the most likely and attractive

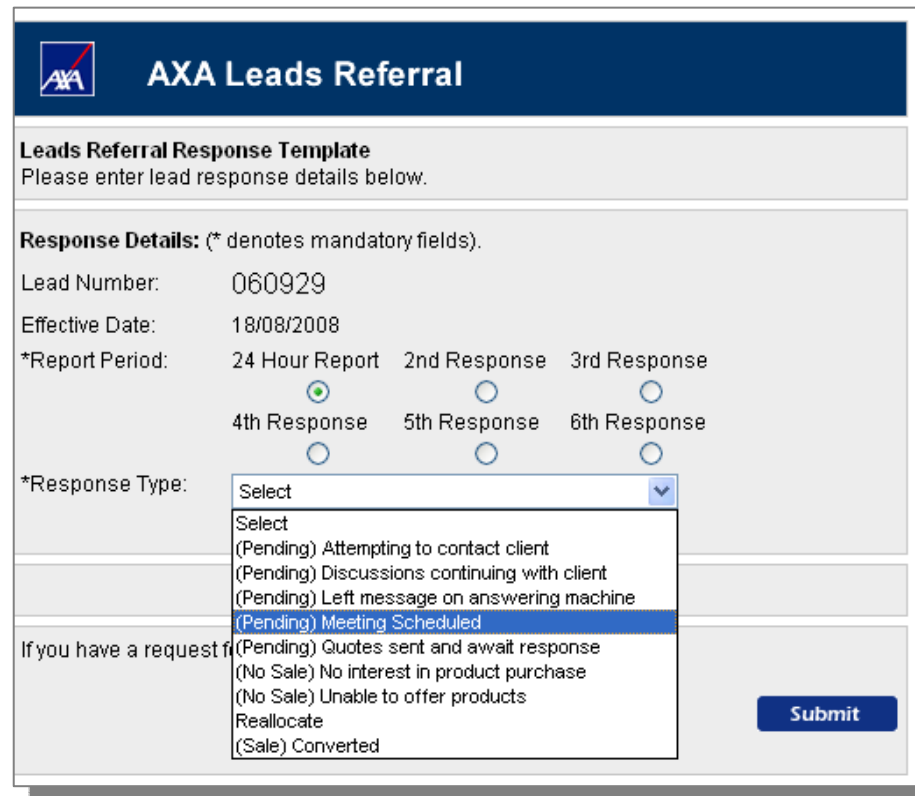
Being **smarter** and analysing prospect bases to **proactively** identify opportunities.



- identify client needs
- establish most compelling message to engage clients
- proactive 'pull' of clients as opposed to 'push' at a tax meeting

Business partners – efficiency and transparency

Easy **sharing** of information and **management** of the relationship



AXA Leads Referral

Leads Referral Response Template
Please enter lead response details below.

Response Details: (* denotes mandatory fields).

Lead Number: 060929
Effective Date: 18/08/2008

*Report Period: 24 Hour Report 2nd Response 3rd Response
4th Response 5th Response 6th Response

*Response Type:

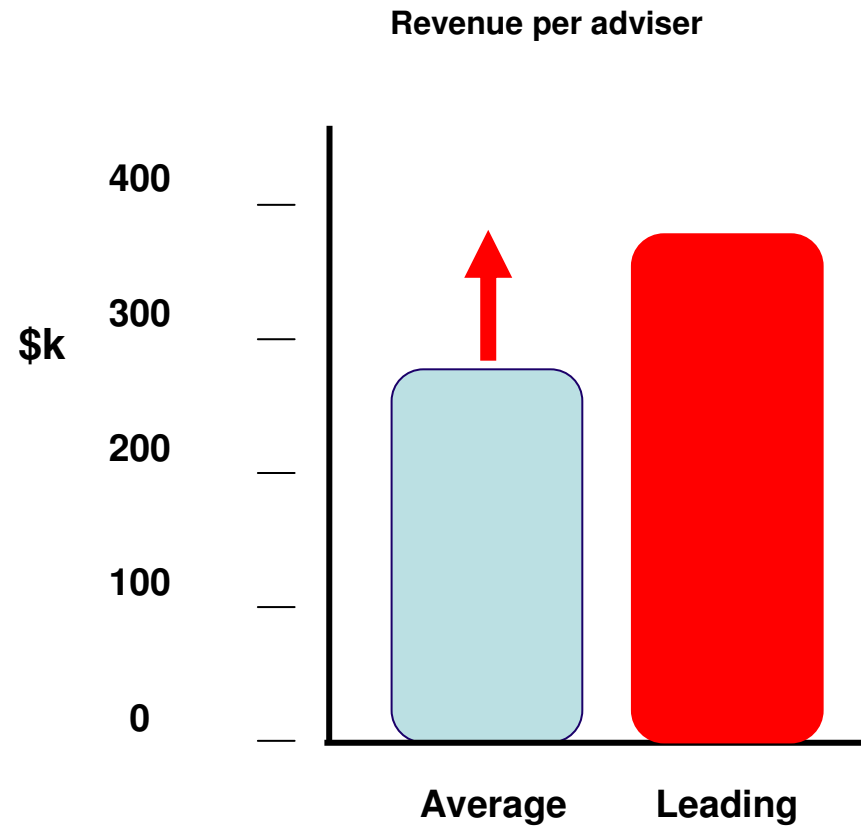
- Select
- (Pending) Attempting to contact client
- (Pending) Discussions continuing with client
- (Pending) Left message on answering machine
- (Pending) Meeting Scheduled**
- (Pending) Quotes sent and await response
- (No Sale) No interest in product purchase
- (No Sale) Unable to offer products
- Reallocate
- (Sale) Converted

If you have a request for information, please contact your account manager.

Results

Business partners

- on track for \$170,000 new business
- average business is more than doubling leads



marketing that has actually worked

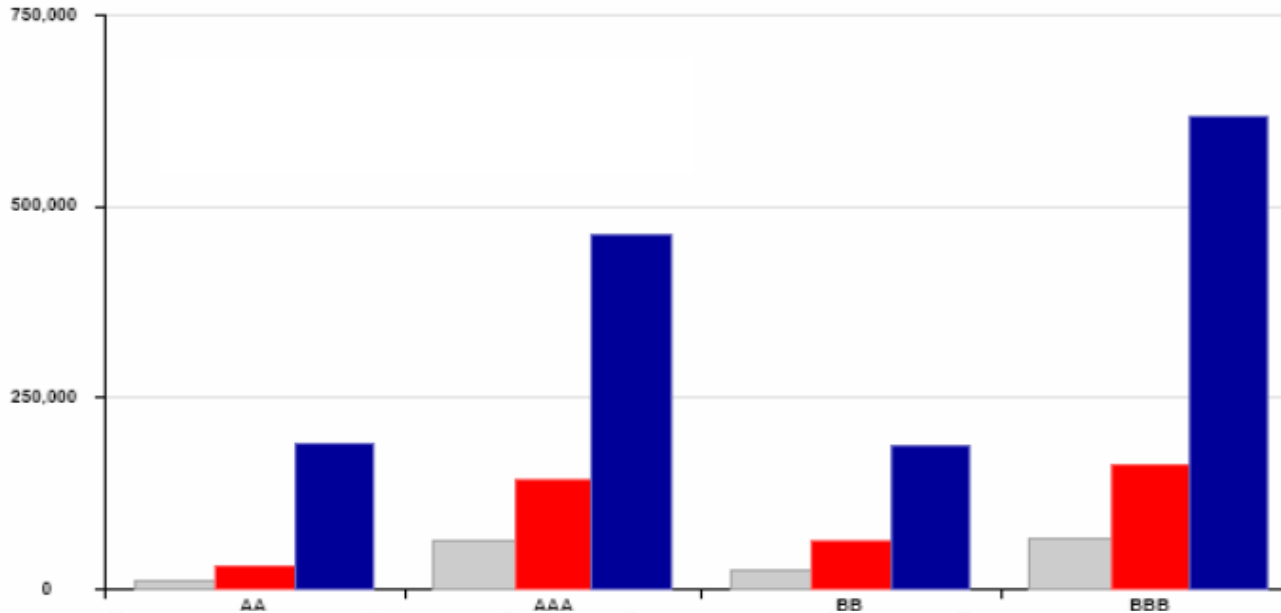
Common challenge /
problem

- Agree there is 'gold' but don't know where to start



Inactive clients - identify the best opportunities

Being **smarter** and analysing existing clients to identify the **best c**



AxaSeg	Existing No of clients	Total No of Clients	Total Existing Annual Premium	Projected Annual premium Existing Policyholders	Potential Up Sell	Projected Annual Premium All Policyholders	Potential Cross Sell
AA	26	181	11,490	27,674	16,184	192,652	164,978
AAA	61	195	63,642	144,785	81,143	462,838	318,053
BB	94	263	25,875	62,700	36,825	188,767	126,067
BBB	116	438	65,705	163,753	98,048	616,310	454,557
Total	297	1,097	166,712	398,912	232,200	1,462,567	1,063,655

Inactive clients - get the message right

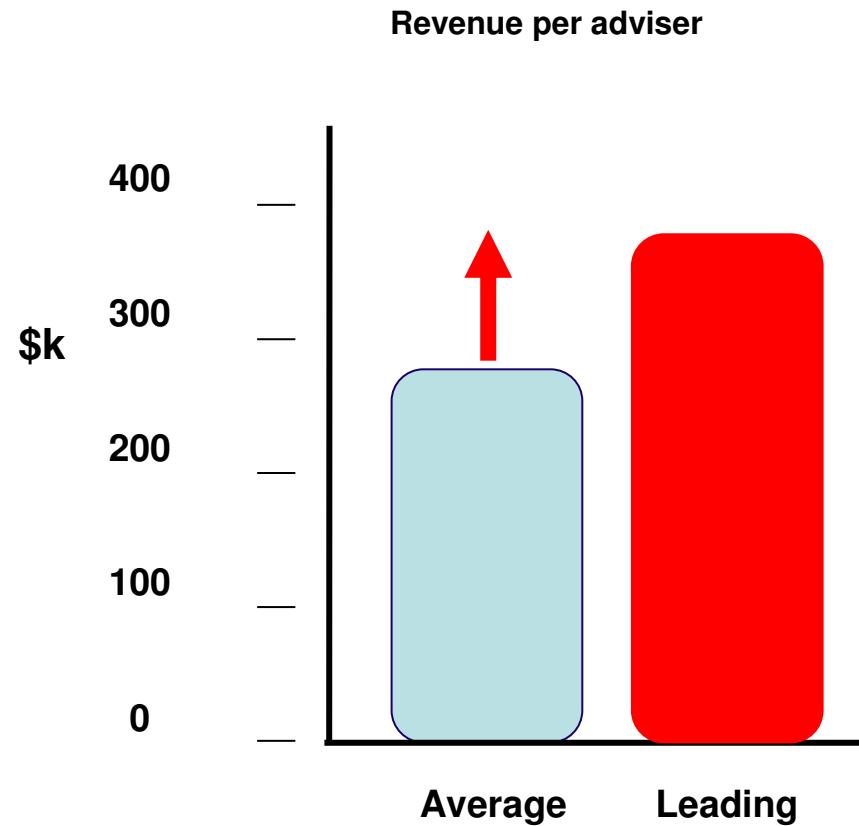
Proactively communicating to the identified prospects with a pointed message

- re-engagement of existing clients, not 'telemarketing'
- help them identify a need (changed circumstances, GFC)
- listening for 'motivation' – toward or away from ?

Results

Inactive clients

- between 14% and 32% of clients 're-engaged'



marketing that has actually worked

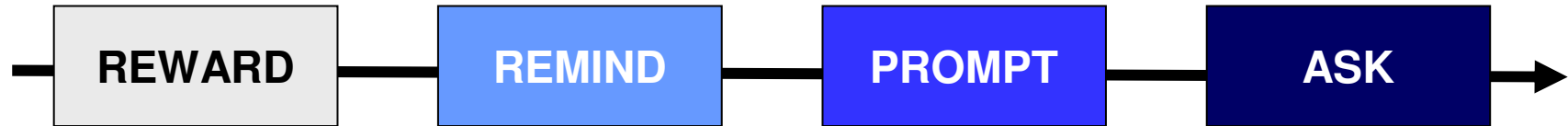
Common challenge /
problem

- discomfort
- no plans and consequently no activity



Client referrals – clarity and activity

Get **clarity** about the referral **culture** of the business



Client referrals – clarity and activity



Only 3 in 10 Australians have a financial plan to secure their future¹

Would your friends or family value quality financial advice?

We would be pleased to offer them a complimentary consultation.

Please feel free to take a business card and pass it on

1. Financial Planning Association – Research Report, 17 May 2016

[Advice topic here](#)



Simple things – reception displays

Client referrals – clarity and activity



Prompt about needs

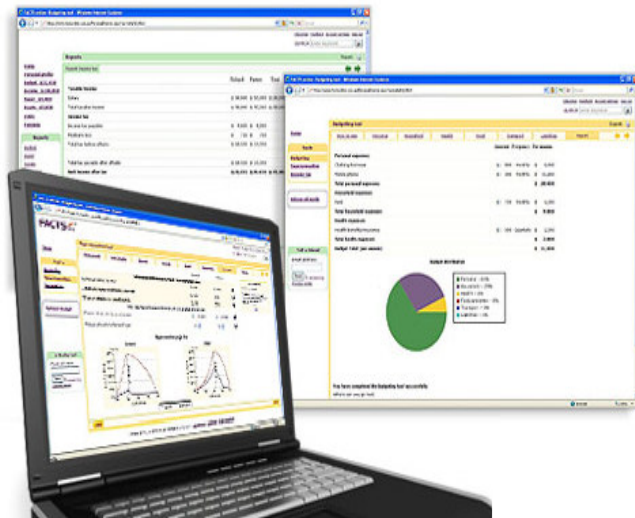
According to a recent study by the Financial Planning Association, you are one of the wise Australians who have sought financial advice to grow and protect your wealth.

Sadly many more Australians have not given such consideration to their financial future, and consequently may be missing the peace of mind that, as you know, such advice can bring.

Many of your friends, family and colleagues may not know if they need advice, or perhaps believe that advice is not applicable to them.

I have enclosed some material that may help dispel that myth. If you would like to pass these on to family, friends or colleagues and suggest they contact us for a complimentary consultation, rest assured we will look after them.

Client referrals – clarity and activity



Viral marketing

Using viral email marketing to 'reach' new clients through your existing clients with calculator disturbers

Client referrals – clarity and activity

THE AXA
"I want a licensee that makes the smooth running of my business, their business"
PLAN.

Client Referral programme
Client satisfaction survey

Introduction

Preparing for a referral request

When preparing to ask your existing clients for a referral, it pays to remember basic marketing principles and put the client's needs first. It's not about your clients helping you with referrals; it's about you offering benefits to people who your clients know.

Remember these key points before you approach clients for a referral:

- you provide value
- your clients and colleagues recognise and appreciate your value, and
- your expertise can help some of the people who your clients know.

The only way this can happen is if you offer your advice services. And that's what you're offering by asking for a referral by phone or during a meeting with an existing client.

Consider this...

- Before you ask for a referral, think of what you're actually asking for.
- Another way to think of it is that you're asking for an introduction to someone your client knows.

charter financial planning

Initial FASE interests | AXA Financial Planning



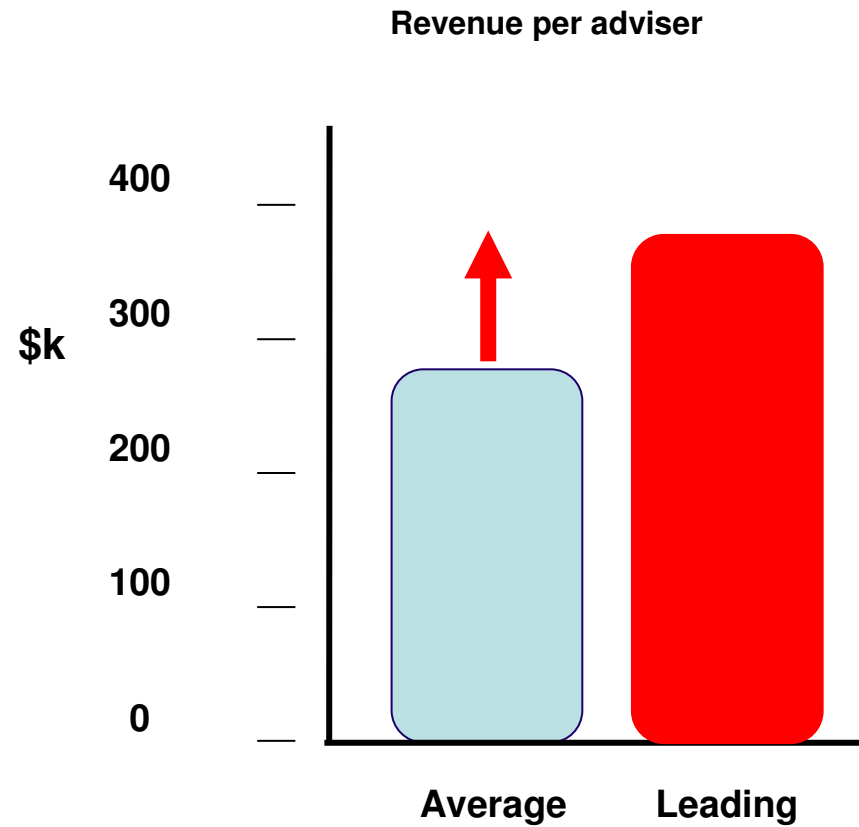
Does not have to be the adviser asking

After review the support staff / para planner spends ten minutes with the client to check on the client experience and **THEY** ask for the referrals

Results

Client referrals

- 73% have referred (from 48%)



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