

# The Consultative Planner

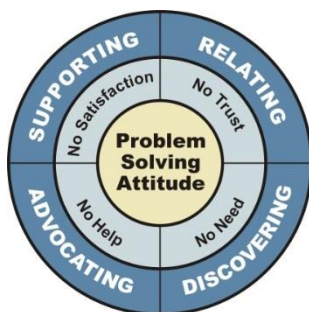


As financial services organisations strive to meet their clients' financial planning needs, financial planners play an important role in creating and implementing financial solutions for their clients. Planners need consultative problem-solving skills to truly understand their client's current and future needs and requirements and they need to integrate their technical skills into a consultative process. When they are able to do this, the client clearly understands the value proposition.

*The Consultative Planner* (TCP) introduces a problem-solving mindset and presents an effective process for consulting with new and existing clients. It helps financial planners become comfortable in their role as consultants. It also helps them generate greater alignment and commitment with clients by using a win-win problem-solving approach. TCP approaches the relationship from the client's viewpoint and addresses the four NOs that restrain clients from willingly engaging in the recommended solution, service, or product.

Knowing how to effectively address each of the four NOs means the difference between a successful relationship and an ineffective interaction.

## The Consultative Approach



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## Program Outcomes

TCP establishes a basic philosophy of consulting with an easily understood approach. Implemented as a flexible and integrated human performance improvement solution, it enables a consistent client experience from financial planners, effective coaching and performance management with a variety of tools, and overall increased effectiveness.

## Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, TCP includes components and activities that enhance Participant Readiness, Learning Transfer, and Organisational Alignment.

**Participant Readiness** prepares financial planners and managers for the overall learning experience:

- Pre-workshop communication

**Learning Transfer** design embeds practice and use of new skills. The learning is delivered as a:

- Three-day face-to-face, application-oriented workshop

**Organisational Alignment** ensures the organisation supports the use of the new skills:

- Post-learning reinforcement activities available for both the manager and participant

As a result, *The Consultative Planner* (TCP) becomes part of your organisation's consulting practices, benefitting clients and increasing productivity.

**Modules: Key Learnings Are . . .**

**Financial Planners Will Be Able To . . .**

**Counsellor Mindset**

How to understand the consulting process as a function of the decision process

Enter into a consultative relationship with clients and add value at each step of the process

**Relating**

How to build trust at the beginning of a consultative relationship; how to establish credibility, express empathy, and come to agreement on the purpose, process, and payoff of the relationship

Quickly establish trust with any person in the engagement and gain that person's willing cooperation in sharing information

**Discovering**

How to understand the client's needs by asking appropriate fact and feeling finding questions; how to listen and organise information; how to get the client's agreement to proceed

Gain an in-depth agreement with the client about the real nature and scope of the advice

**Advocating**

How to develop and present a plan that clearly addresses and solves the client's financial problems; how to bring out concerns, resolve objections, and agree on next steps

Convince clients that the planner can provide a valuable solution to their financial problem

**Supporting**

How to reinforce and support the client's decision to accept a recommendation; how to avoid and resolve dissatisfaction; how to ask for new business and referrals

Assure a high degree of client satisfaction and enhance the relationship during implementation