



BECOMING IRREPLACEABLE IN YOUR CLIENTS' LIVES

**Strategies and tactics to offer the highest standard of care to
dominate in an evolving and fiercely competitive marketplace**

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A PARTNER FOR SUCCESS

Helping advisors build client relationships



DWS provides three categories of value multipliers to help articulate the implications of emerging issues, customize the portfolio construction process, and maximize productivity



MarketIQ

Access to thought-provoking views from DWS thought leaders can help identify and interpret the trends and events influencing the markets and investment decisions.



PortfolioIQ

Our portfolio assessment process incorporates relative sector weights, valuation characteristics, tracking error, value at risk and scenario analysis.



TeamIQ

The Team IQ Playbook facilitates operational excellence, managing team dynamics, and setting and achieving clear, accountable team and organizational goals.

THE VALUE PROPOSITION ASSAULT



- It seems like every few years, something that was our domain gets taken away
- Trading & executions
- Access to research/insights
- Asset allocation
- Portfolio construction
- Even..... ADVICE!
- Fee compression
- Requiring change



VALUE PROP ASSAULT

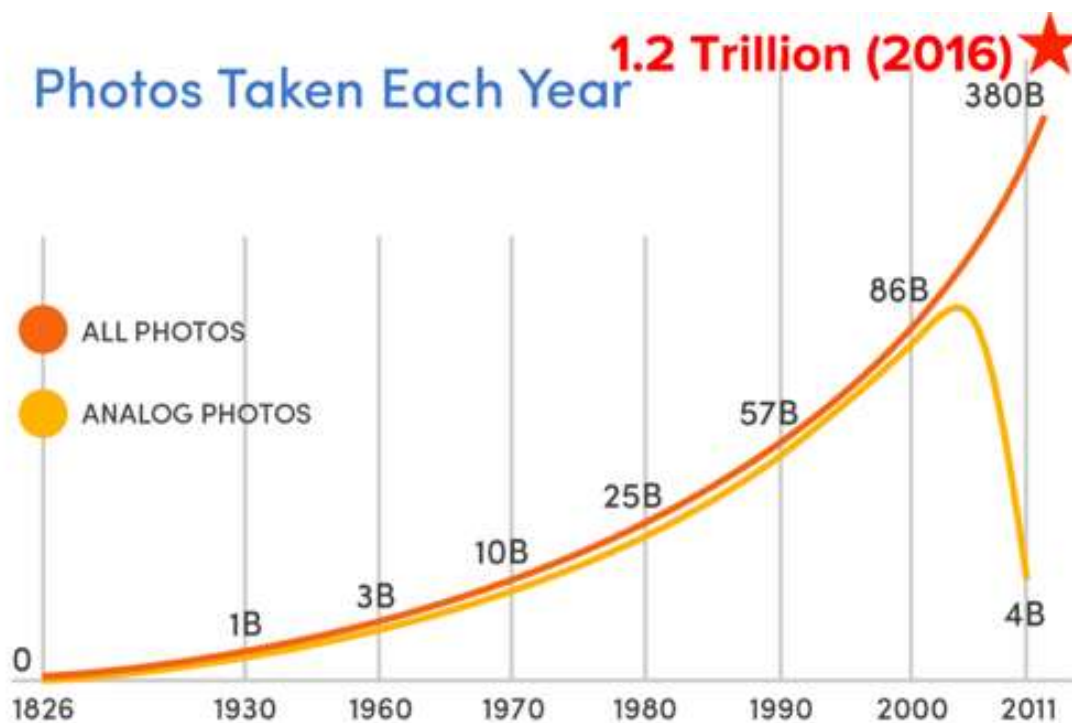


“If you don’t like change, you’ll like irrelevance even less.”

Eric Shinseki, Army General



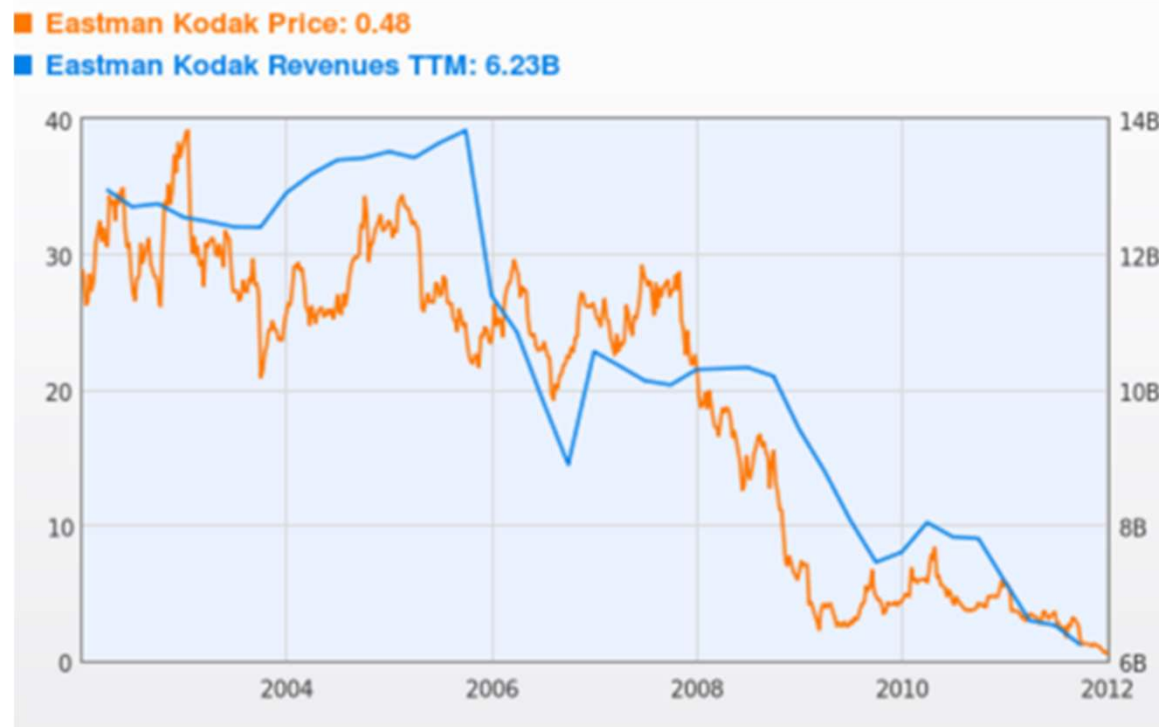
A GROWING, DYNAMIC BUSINESS



Source: Diamandis; Abundance Tech Blog, "Lessons from Kodak" 7/2017

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VALUE PROP ASSAULT



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VALUE PROP ASSAULT

Who had the world's first smartphone?

- At one time, BlackBerry controlled 50% of the smartphone market in the US and 20% globally
- BlackBerry had government contracts and big business deals, and those deals in turn led to greater consumer adoption
- BlackBerry was dominating the US market
- But they failed to evolve.....



VALUE PROP ASSAULT



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VALUE PROP ASSAULT

TAXI FLEETS

BOOK STORES

HOTEL CHAINS

LONG DISTANCE

LIBRARIES

CLASSIFIEDS

OFFICE SPACE

NECKTIES

DRY CLEANERS

UBER; LYFT

AMAZON

AIRBNB; VRBO

FACETIME; SKYPE

GOOGLE

CRAIGSLIST



The average lifespan of a company listed in the S&P 500 has decreased from 67 years in the 1920's, to 15 years today

.....

Source: Richard Foster, Yale University

Accept & embrace change

“If you don’t like change, you’ll like irrelevance even less.”

Eric Shinseki, Army General

“We cannot solve our problems with the same thinking we used when we created them.”

Albert Einstein



The Good News

***Some Financial Advisors
today are not only
surviving, they're
thriving***



They've done more than stay relevant..... they've positioned themselves in a manner that they've become irreplaceable in their clients' lives

***At levels that seemed
unimaginable***



BECOMING IRREPLACEABLE

- *Unique, invaluable, priceless*
- *Of incalculable worth*



BECOMING IRREPLACEABLE

- *Can't get it somewhere else*
- *What can't they get somewhere else?*



Show big.....
act small



SHOW BIG..... ACT SMALL



- Teams
- Team positioning
- Strategic partnerships
- COI's (Business Owners)
- Resources
- Solve problems
- Personalization
- Touches
- Boutique within a global powerhouse



TEAMS CREATE DEEPER, MORE LASTING



PriceMetrix: A Winning Formula – Teams in Retail Wealth Management, October 2015
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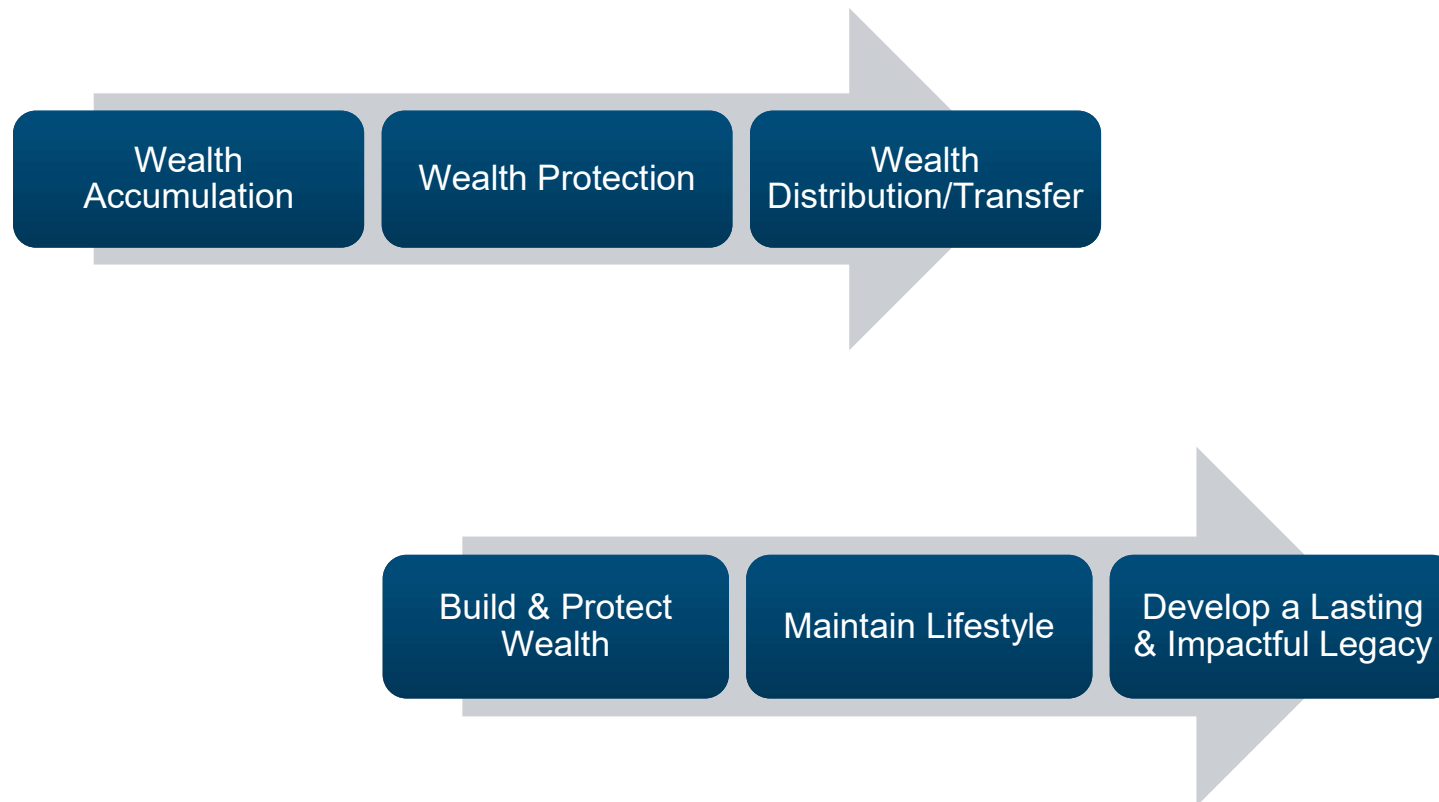
Be part of the journey



THE GOALS-BASED JOURNEY



POSITIONING WEALTH MANAGEMENT



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Pay attention to how it “feels”.....



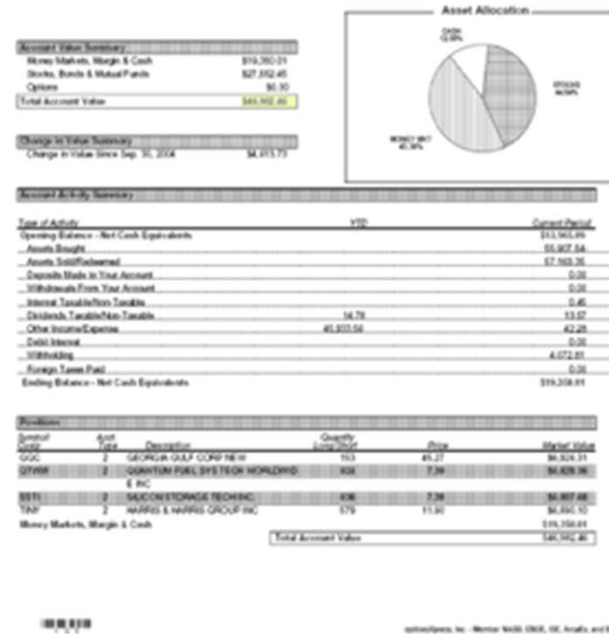
Move from Client Reviews.... to Client Strategy Meetings



CLIENT REVIEWS



EVOLVING INTERACTION



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CLIENT STRATEGY MEETINGS



- Discuss life changes
- Celebrations/losses
- Progress toward goals
- Adjust goals/plans
- Put markets in perspective
- Continuous Discovery
- Reinforce Value Proposition
- Demonstrate Irreplaceability



Take care of the basics



THE BASICS

- Proactive contact
- Call cycles
- Professionalism
- Service
- Performance
- Financial Plan
- What used to be your Value Prop!



***Execute with template
precision &
efficiency.....deliver with
customization & care***



OPERATIONAL EXCELLENCE



BENEFITS OF SYSTEMS/PROCESSES

- Efficiency
- Consistency
- Scalability
- Creativity
- Operational excellence

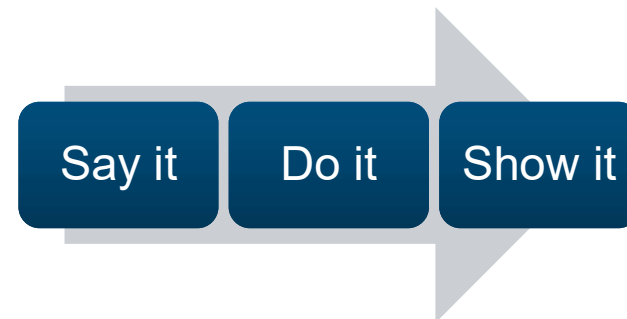


***Pay attention to how
it “feels”.....***



LIVING YOUR VALUE *PROP*

- Proactive, systematic outreach
- Financial Plan
- Planning as a process
- Utilizing the platform
- Showing the team/resources
- Dashboard
- Checklist



***You can only be irreplaceable
to so many people***

***Manage your energy or
it will manage you***

CLIENT ENGAGEMENT & CAPACITY

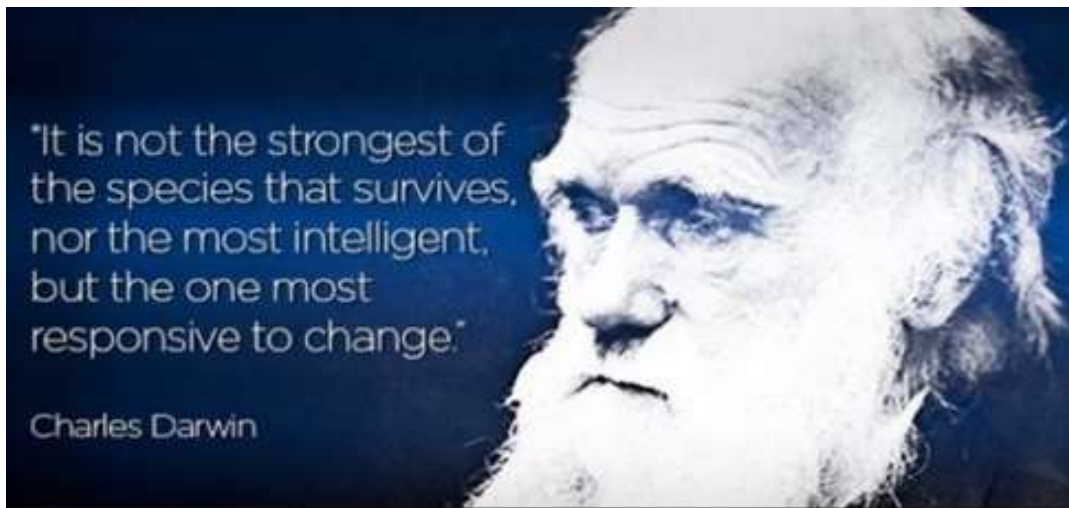
- Rule of 1440
- 93% Rule
- Comfort zones/Fear
- Positive reinforcement effect
- Family Office vs. volume business

Time allocation



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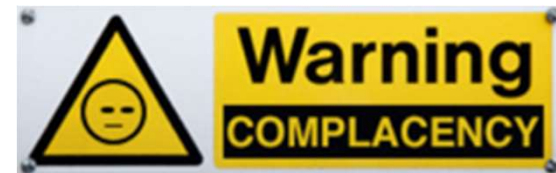
HAVE A PROCESS FOR EVOLUTION



***You will become that which
you time block***



Beware the silent killer.....



Cultivate & convey a mindset of conviction & gratitude



OVERCOMING OBSTACLES



“Saquon Barkley is dominating the combine.”

At 6 feet, 233 lb, Barkley is also an explosive athlete, unusually so for a player his size. His vertical jump measured 41 inches, nearly three inches higher than Atlanta Falcons wide receiver Julio Jones, according to NFL Research.

And Barkley ran a 4.40 in the 40-yard dash, faster than Leonard Fournette and Ezekiel Elliott's times in the previous two combines.



Shaquem Griffin just ran the fastest 40-yard dash by a linebacker ever, and everyone lost their minds



Shaquem Griffin

Seattle Seahawks

Mar 2, 2018

Dear NFL GMs,

Everything you need to know about me you can learn by going back to when I was eight years old.

So let me take you there.

It was a Friday night in St. Petersburg, Florida, and I was sleeping – or at least I was trying to. My mind was going crazy because my twin brother, Shaquill, and I had a football game the next morning. He was in the room with me, and he couldn't sleep either, because if we won the next day, we'd be in the playoffs. I had my covers pulled up over my royal blue home jersey – that's right, I was sleeping in it. When I was a kid, I always slept in my football jersey the night before a game. That's how ready I was to play every Saturday.

“Nobody was ever going to tell me that I didn't belong on a football field. And nobody was ever going to tell me that I couldn't be great.”



STEPS ON THE PATH TO IRREPLACEABLE



- Assess
- Partners & resources
- Development plan
- Plan for evolution
- Time blocks



NEXT STEPS



- **Assess your Client Engagement & Wealth Management processes**
- **Identify 3 priorities**
- **Pick a deadline and accountability partner for priority #1**

Important Information



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All investments involve risk, including loss of principal.

Investment products: No bank guarantee | Not FDIC insured | May lose value

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COMMITMENT TO YOU



MARKETIQ

We aim to help investors identify and interpret trends or events influencing the markets and investment decisions through political and capital market insights.



Frank Kelly, Senior Political Strategist for DWS, provides insight into public policy decision-making and its impact on global markets.



David Bianco, CIO & Head of Active Equities, delivers fresh economic perspective to help craft strategies with confidence on equities



John Vojticek, Head of Liquid Real Assets



George Catrambone, Head of Fixed Income Americas



TEAMIQ

Suite of Practice Management resources to help advisors and teams improve their growth rates, productivity, client satisfaction & advocacy, and quality of life..



John Cianciulli, President of Team Edge Consulting, offers tools and resources to help your practice drive growth and deliver world-class client experiences.



PORTFOLIOIQ

Bloomberg backed risk analytics platform offering clients the ability to ensure portfolios are taking intentional risks and provides detail at the CUSIP level.



Learn more about DWS Value Multipliers by visiting us at:

<https://www.dws.com/en-us/resources/advisor-support>