

Delivering breakthrough value



DWS Team Edge best practice series

Provide your team and organization with ideas and guidelines to become more efficient and impactful when working with clients.

Best practice: Next generation—family tree

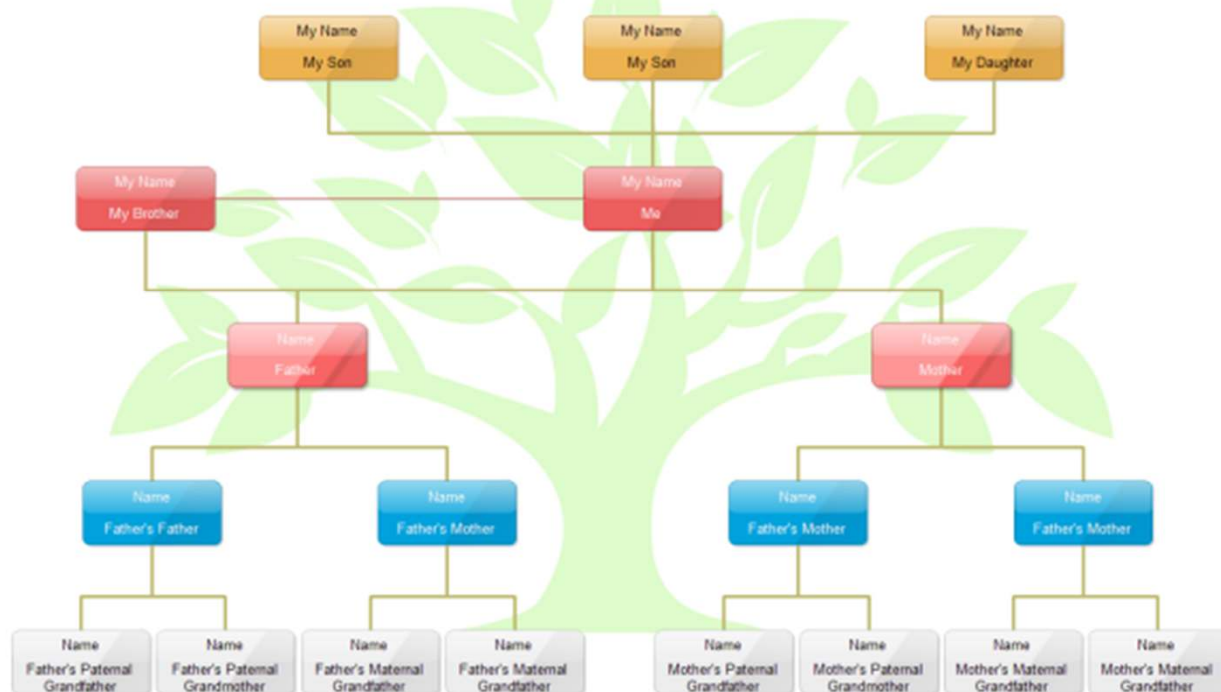
Most advisors and teams aspire to connect with multiple generations of their best clients. In addition to expanding opportunities, it can increase the likelihood of retaining assets upon a client's death. In a busy practice it can be a challenge to make the necessary inquiries throughout the discovery process and then keep track of all pertinent data.

Best practice: Develop a family tree template for each top client (example on the next page). This creates a framework to implement a disciplined and repeatable process, ask the right questions, capture critical data and identify opportunities to connect.

Best practice: Periodically discuss the family tree of top clients during the collaborative team discussions. Team members can challenge each other on their knowledge and insights regarding the occupations, wealth, family dynamics, interests and passions of each generation. An ideal time to have these discussions is prior to an upcoming meeting with the client. This will help to uncover opportunities for additional discovery at the meeting.

Committing to these two simple processes will provide a foundation for a more comprehensive multi-generational approach with your clients, and an organic way to protect and grow your practice.

My Family Tree Template



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