

Advice for life begins and ends with trust

While there are many elements to being a top advisor, the one element that encapsulates all others is trust. Trust comes from three things that, when delivered conveniently and consistently can form the basis for creating a client for life.

Take this assessment to see if you demonstrate key components of professional, procedural, and personal trust. Each statement is worth one point. At the end, add up your total score and multiply by 4 for a percentage.

TO DEMONSTRATE PROFESSIONAL TRUST, I...

- Proactively discuss and explain the fees and costs associated with the various products, solutions, services I offer
- Engage in professional development opportunities (conferences, seminars, etc.)
- Maintain membership in industry organizations (e.g. Advocis, CALU, etc)
- List my current designations and others I'm working towards in my communications (e.g. email signature) and website
- Communicate what my designations and licences mean, as well as what is required to maintain active standing
- Request and publish client testimonials and references
- Admit when I don't know something and refer clients to Centres of Influences (COIs) that can help
- Take time to explain complex ideas, strategies and products in simple terms

TOTAL _____/8

TO DEMONSTRATE PROCEDURAL TRUST, I...

- Have a client engagement process and have communicated this to clients
- Do what I say I will do – when I say I'll do it
- Am consistent in my actions
- Am accountable for my actions
- Own up to my mistakes and do what it takes to rectify the situation
- Am punctual and treat others' time as valuable as my own
- Only promise to do things I have the time, resources, expertise and genuine commitment to do properly
- Maintain appropriate turnaround times

TOTAL _____/8

Please turn over



TO DEMONSTRATE PERSONAL TRUST, I...

- Share how I genuinely feel about an issue
- Demonstrate my vulnerability and share personal aspects of myself
- Take the time to better understand how someone is feeling
- Show concern and genuine compassion for others
- Ask probing questions and listen to the client more than I speak
- Recommend service providers that I don't receive financial benefit from
- Ask tough questions and deal with complex/sensitive issues
- Acknowledge the feelings behind what is being said and show empathy
- Don't expect anything in return

TOTAL _____/9

TOTAL SCORE

Add up your total scores and multiply by 4 for a percentage. Did you score higher in some areas than others? Demonstrating a balance of all three facets of trust is what sets you apart and creates clients for life.

TOTAL SCORE (%) _____

What your results say. If you scored:

0–30%

You might be at risk of being disrupted. Trust should be at the centre of your practice and interactions with clients. Review your current business practices and look for opportunities to demonstrate the three facets of trust on an ongoing basis with clients.

30–70%

You frequently generate trust with clients, and understand why it's so important. However, there are areas for improvement. Continue to look for opportunities to foster and demonstrate trust with clients.

70–100%

You understand that trust is a key element of turning clients into clients for life. You express your why and put clients at the centre of it. This makes you a very trusted advisor.

