Develop Lasting Relationships:
Strategies to Better Communicate with Your Clients

Canadian Securities Institute
A Moody's Analytics Company

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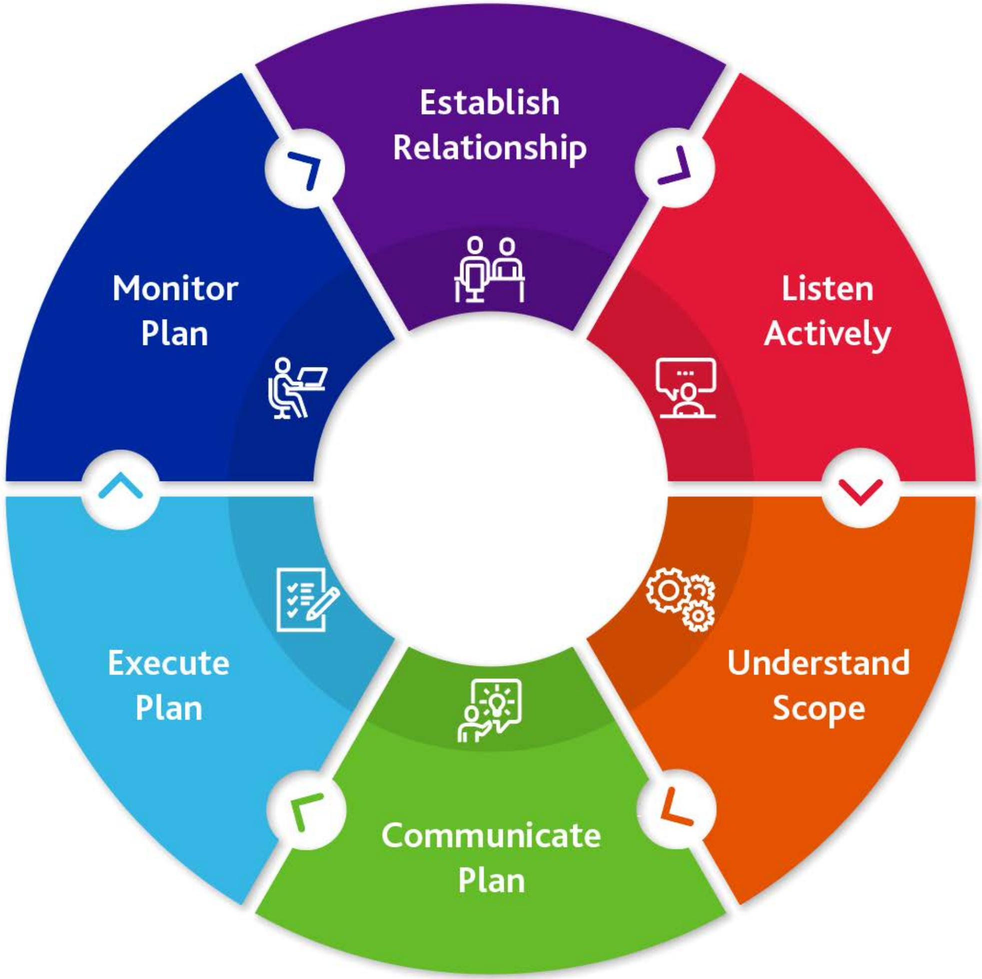
The way we communicate continues to evolve, which is changing the way we approach client relationships.

1

Clients are coming into relationships with far more knowledge than they did twenty years ago.

How do you think this impacts financial services professionals and why is it important to address?

Even though the cycle of communication has stayed the same…



Communication in our industry has evolved dramatically…

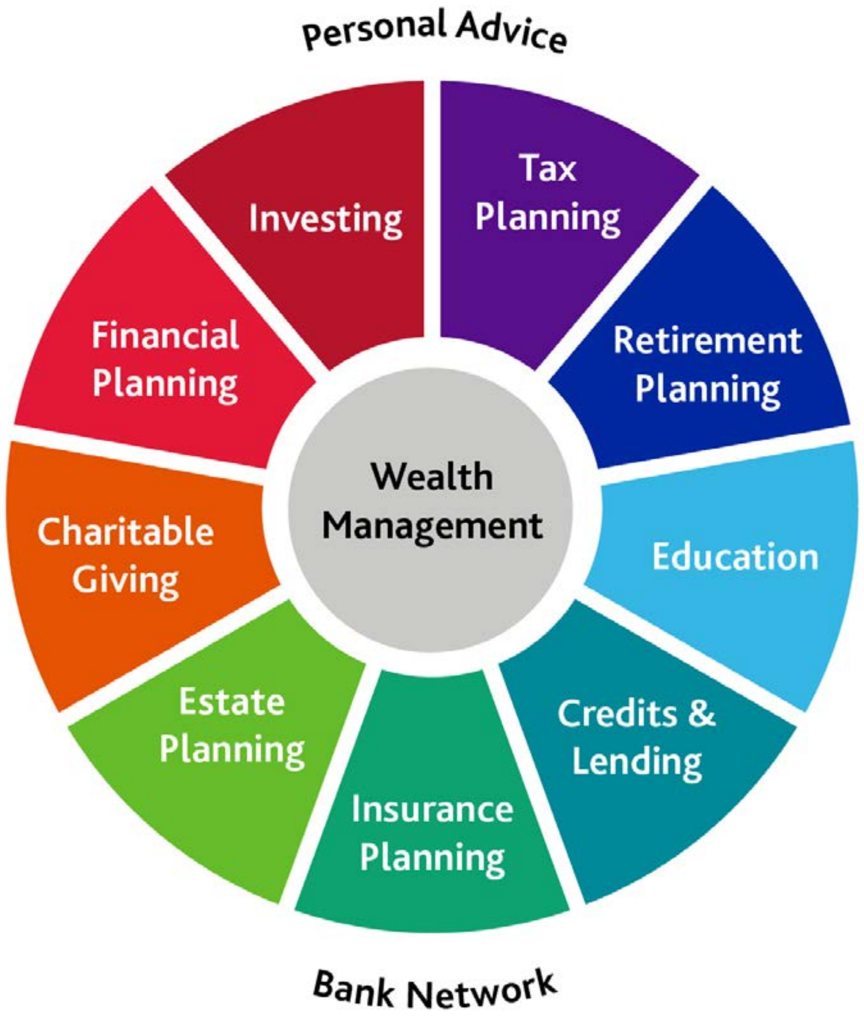
- Shifted from a focus on returns and investment products to a focus on building **long-term wealth** for clients
- Reflected in the way we **support**, **advise** and **communicate** with clients
- Encompasses everything from how we engage with them **in-person**, to how we **leverage social media**
- Focus on **ensuring understanding**, with comprehension being a client's choice

…leading to the rise in client expectations.

- This is supported by:
  - Regulatory Changes (CRM II)
  - Educational Requirements for Advisors
  - Increased Accreditation and Professionalism
- Access to wealth planning services and a vast array of product solutions has **democratized** the industry
- Telling that story to **create understanding** with clients is critical to long-term success

Wealth is about more than your portfolio and performance.

Your investment portfolio is just one key part of your overall wealth plan.



2

Conversations now begin in many ways across a variety of mediums.

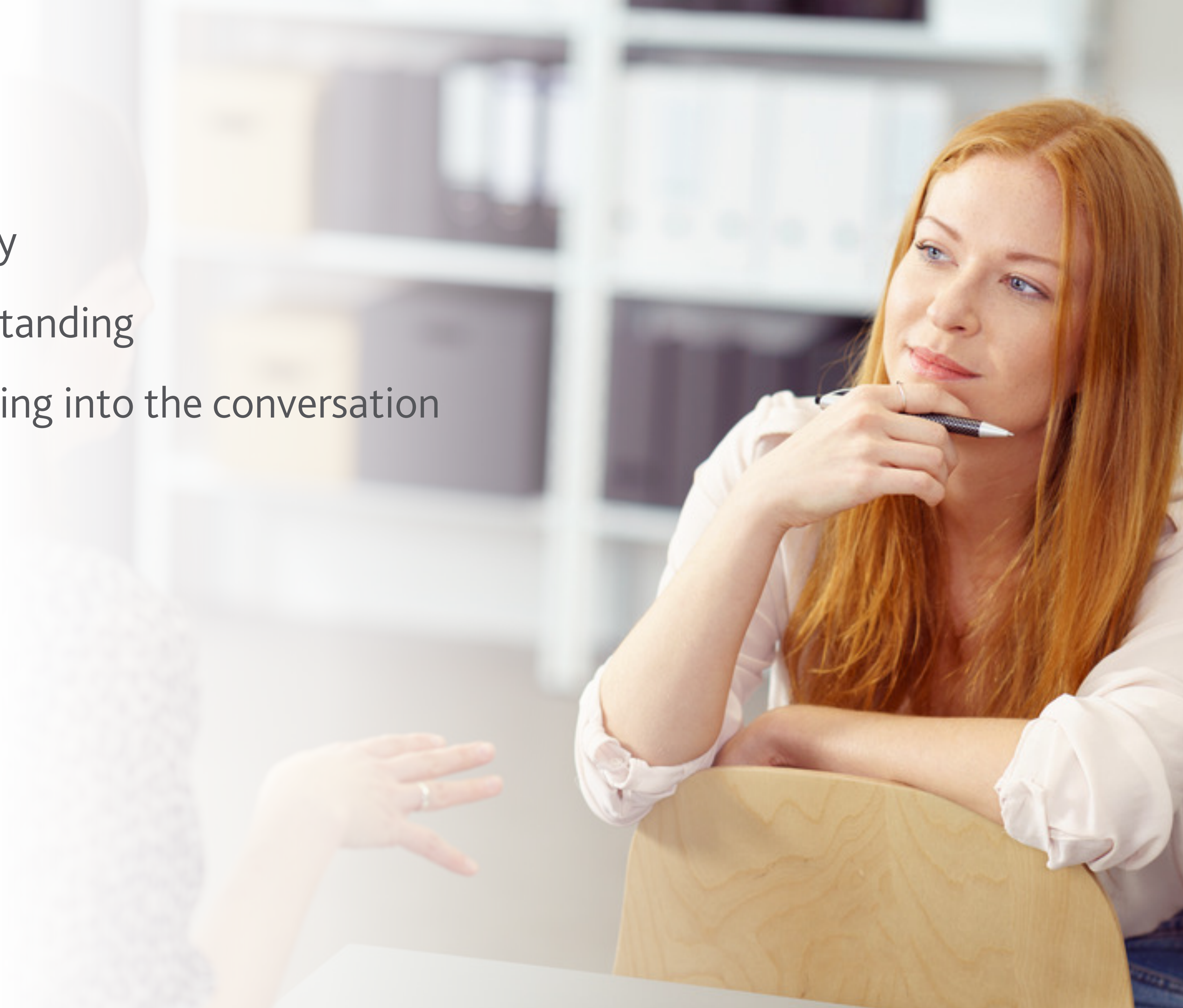
What are some methods financial services professionals may use to enhance the way they communicate?

Interpersonal Skills

- Verbal Affirmations
- Voice & Tone
- Facial Expressions
- Attention
- Body Language
- Social Cues
- Gestures

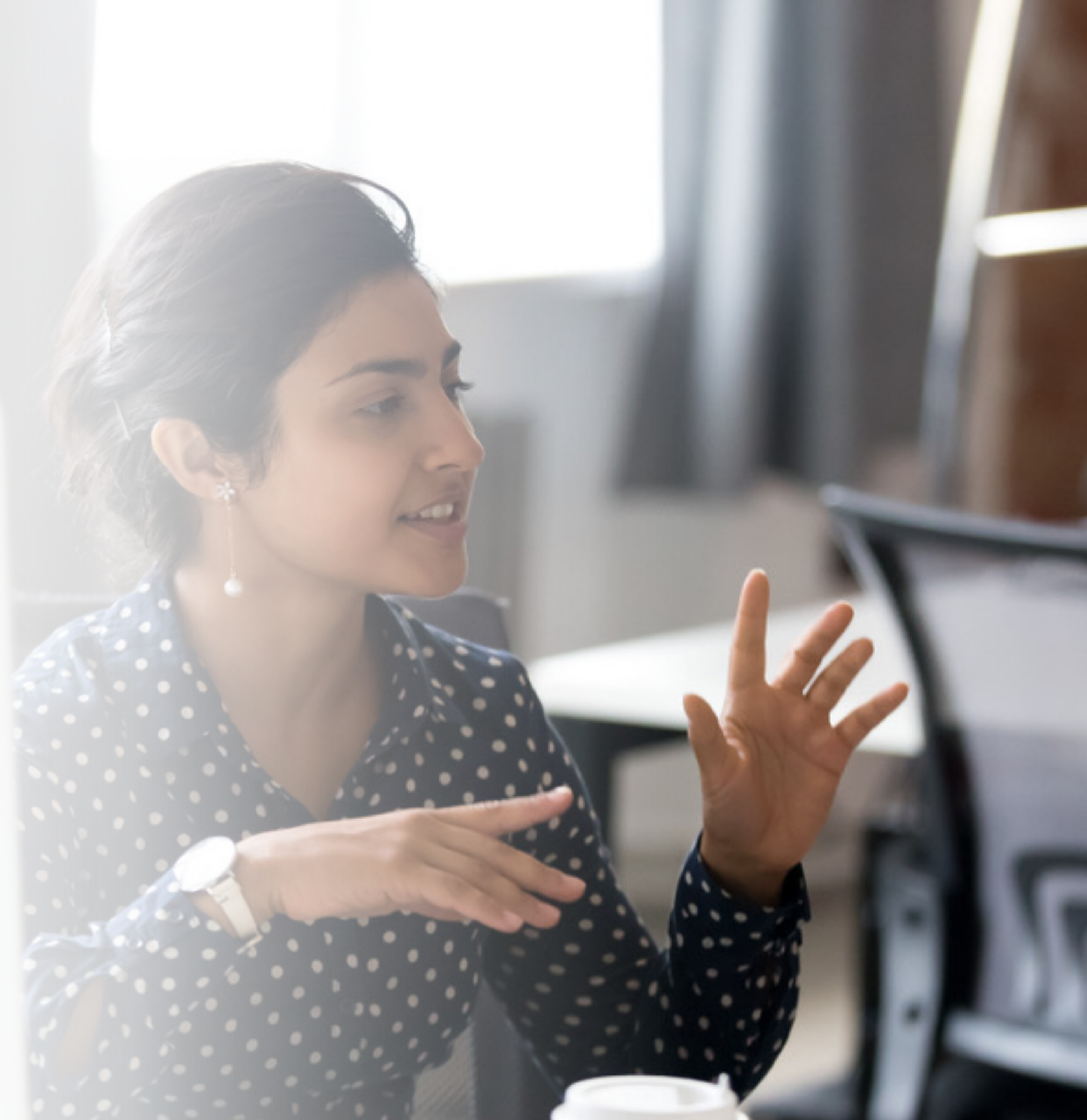
Active Listening

- Show concern and empathy
- Paraphrase to show understanding
- Nodding, eye contact, leaning into the conversation
- Verbal affirmations
- Defer judgment



Social Cues

- Facial expressions
- Body language – posture and gestures
- How much space we take up
- Voice has mood – tone and pitch



3

Financial services professionals work with a varied audience, addressing subjects that may be complex.

How can they tailor their approach based on the unique requirements of the client?

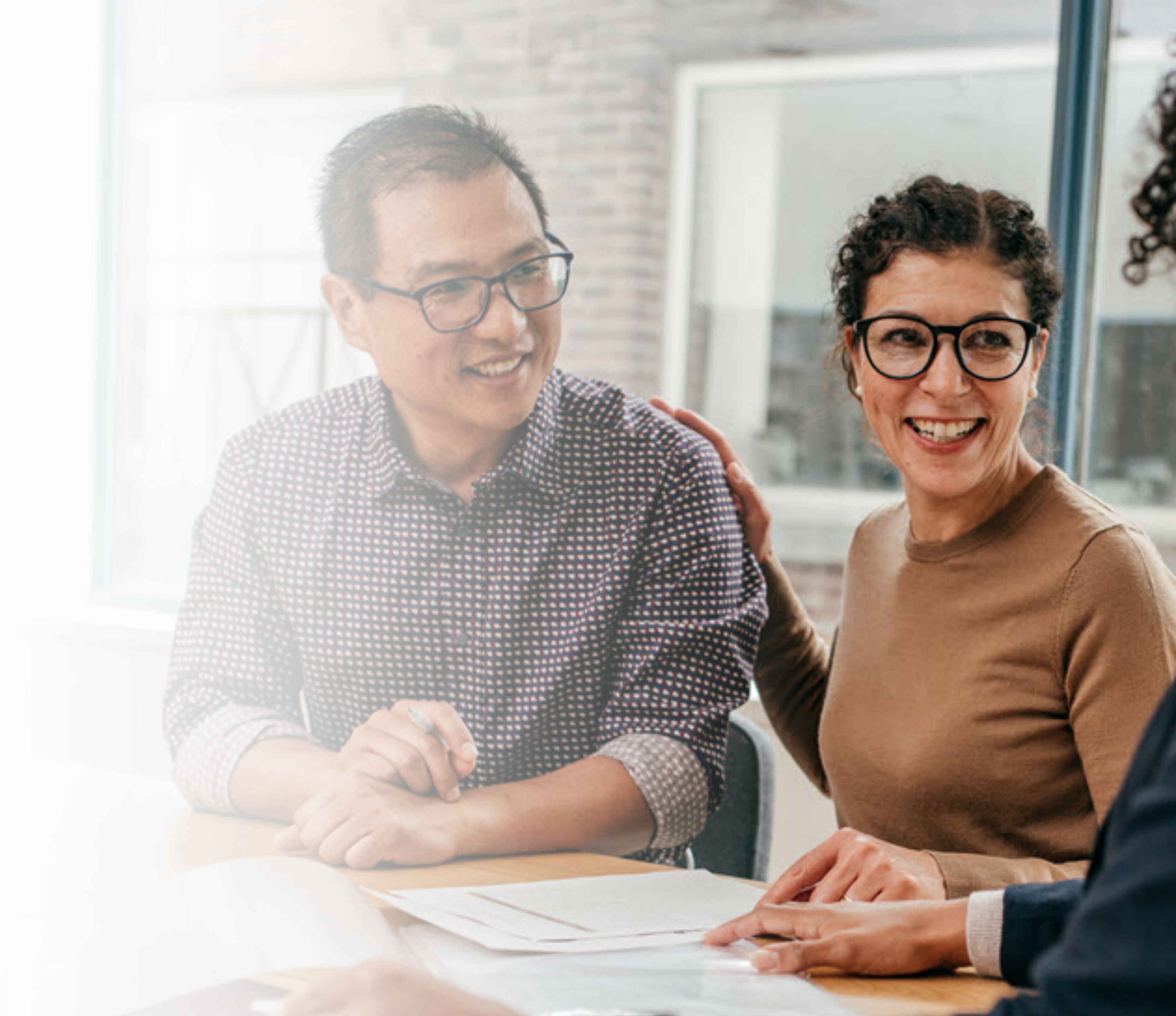
How can you showcase the value of your advice?

1. **Define**: Who you are, What you do, Why you do it, and How you do it
2. **Leverage** your **network**
3. Highlight your **niche** and your area of focus
4. **Wealth** is about "**Life**"
    - Include financial, goals, tax and estate planning
    - Discuss health, family, leisure, charitable interests, etc.
5. Consider a **team**-based approach
6. Embrace **technology**

Positioning yourself as a Wealth Advisory Practice

Leveraging 5 of the 7 Ps of the Marketing Mix, except ‘Place’ and ‘Physical’

Be prepared
to deliver
valuable insights.



Any questions?

Thank you for attending!

To learn more about our designations, visit csi.ca

Questions? Email designations@csi.ca