

The Client Advisory Board System

The Client Advisory Board System

Before making changes in your practice, it is crucial to get client feedback. The Client Advisor Board System (CAB) is an ideal format for this client interaction. Clients will tell you where they find value and what areas can be eliminated or modified. Learn from our experience of having run Client Advisory Board meetings with our financial planning and wealth management practice since 2009.

Our Client Advisory Board System

We provide a turnkey process with email invites, scripts, and an agenda.

Your clients will identify what areas provide the most value and what areas provide less.

This creates a framework for change, re-moving the guesswork.

We are available to facilitate the agenda on-site.

At the most basic level, the keys are:

- Inviting the right clients/Centers of Influence to the meeting;
- Establishing that you are open to honest and constructive feedback (this should not be a cheerleading meeting);
- Covering three to five high-impact topics that the Board members can affect and see implemented – do not waste their time on ideas you cannot (or do not want to) change, or will not affect the client experience; and
- Defining and implementing your action plan based on their feedback.

We walk you through every step of this process, utilizing our existing system and templates. This keeps your time commitment low while extracting maximum value.

Setting Up Your Client Advisory Board System:

Nine Steps



"We view our CAB as the most important catalyst for 17% year over year growth since 2009."

- Traci Dvorak, CFP®, JD

Cost:

\$3,000. This includes our written, turnkey system, consulting on each step, and all follow up action items

Additional Services:

After completing the CAB system, it is likely you will identify areas for improvement or change. We are available to discuss our additional consulting services.

1. Identify the Ideal Group

The optimal number and diversity of invitees.

2. Send Invitations

Turnkey email invitation to invite your CAB prospects.

3. Personal Follow-Up Call

Script suggestion for the advisor to call after the email invite is sent.

4. Create the Agenda

Identify three to five high-impact topics to discuss.

5. Establish the Ground Rules

Lay the foundation for constructive feedback.

6. Hold the Meeting

Advisors, executive leaders, or crucial team members are encouraged to attend. We will focus on getting authentic feedback, not just compliments. This will help you identify areas for improvement. We suggest having Traci facilitate the meeting and be involved with each step of the process. We will also address how to create community among the CAB members and make it an experience they feel privileged to be a part of.

7. Create an Action Plan

Identify the changes you will make and stay accountable by communicating those changes to your CAB.

8. Keep CAB Members Updated

Create a system to periodically update CAB members on the progress of your Action Plan.

9. Systematize

We will provide you with our written, turnkey system to help you create your own repeatable and effective CAB process.