

The Introduction Kit: Above & Beyond

We emphasize the importance of creating information kits for prospective clients. In marketing terms, this is known as branding. By branding yourself properly, you make yourself more visible, credible and desirable to your target market. Your respective Credit Union/Organization has spent time and money creating a brand and building branch awareness in your communities. And while we leverage this brand it is important you brand the experience you provide your wealth services clients as distinct. Remember that over 90% of the transactions that occur in your branches are over-the-counter or across the desk reactive type and/or order filling transactions. You are dealing with client's life savings and need to ensure your brand is worthy of their trust and confidence.

As always, your goal is to attract new clients who resemble your ideal client profile and who want to meet with you to discuss their financial situation and engage in the financial solutions you offer. It is essential your introduction kit is carefully prepared.

When you provide material that is mostly a product feature-dump, you're communicating that you're a product pusher (i.e. a salesperson). How many times have you seen information kits which are simply an assembly of every product brochure available? Quite simply, being a product pusher isn't attractive enough to prompt a prospective client to want to engage with you. Yes, this approach to providing information may be easy, but it surely isn't effective. It's important to remember that what you offer is a process, not a product. There is a huge difference. When you offer a process, you are creating a working relationship.

The Usual Suspects

What follows is a list of some essential components for an effective Introduction Kit that will pique the interest of your ideal prospects. These core pieces would be accompanied by a cover letter introducing them to your kit.

1. Credit Union/Organization Description

Potential clients will want to learn more about the Credit Union/Organization and begin to understand you and any other individuals at the Credit Union/Organization they may encounter during the financial and/or banking process. As such, you need to provide them with a brief overview about the Credit Union/Organization and the resources they have access to as a client (i.e. they various types of expertise – not a list of products).

This piece is intended to establish credibility as well as, fully position the scope of services and solutions available at the Credit Union/Organization.

2. Our Financial Planning Approach

You should include a general description of your approach to providing financial solutions and how these solutions benefit your clients. You want to outline your well-defined and client-focused approach. And you want to do it in simple terms and emphasize the partnership approach. You may

also wish to describe the sort of person who would most benefit from the specific solutions you provide – paint a picture. Make what you do interesting and at the same time, showcase your integrity.

This aspect of the Introduction Kit plays a key role in showcasing the process-focus of your approach versus the traditional product-focus of the competition.

3. Your Biography

This piece is a ‘first impression’ piece for you personally. It needs to be one-page, professionally presented and interesting.

Be sure to include a photo of yourself so clients know who they are meeting the first time they come into your office. You’ll also want to include your experience and credentials – which is standard on biographies. In addition, be sure to include a paragraph describing who you are personally. This would include things that you are comfortable sharing about yourself about your interests, hobbies and passions. It may also include your involvement in other service organizations or clubs.

4. Your Team Description

If there are others who assist you with client servicing, here is the place you want to introduce them. This piece describes those individuals you work with directly to provide service to your clients. The goal is not to write resumes here, but instead to convey the strengths and experiences of anyone who is viewed as part of your client servicing team – and what their role is in the process.

This kit piece also reinforces the concept of working with other related professionals to ensure full coordination of your financial affairs. Some of these professionals may be in direct association with the Credit Union/Organization and others may not be.

5. Our Partnership Approach

This piece positions your expectations of financial planning clients as well as, what these clients can expect from you. It defines the criteria for a successful long-term partnership with your clients.

The Not So Usual Suspects

These items are the ‘extra’ pieces that are not core to the kit, but can provide added value if you have them. Unlike the core pieces discussed above, these items are presented on the left side of the kit in the left-hand folder pocket.

1. Use a Real-Life Story: Case Studies

Tell a success story about a client who has benefited from your services. Obviously, you will need to consider privacy issues, but using a client’s initials often eliminates this problem. Remember to paint the client as the hero of the story. You want the reader identify with the featured client. Describe the problems and concerns the client had that brought that person to you, the process you followed to get to the heart of the matter and end-result. If you work with more than one niche market, consider the impact of having a series of success stories that are specific to each.

2. Article Reprints & Other 3rd Party Insights

There is nothing like social proof, so include a few articles from magazines or newspapers that lend credibility to your approach. Remember that the value you bring will be contrasted against the value that your prospect feels he or she is receiving from their current financial planner or advisor, so be sure that your kit contains value-added information.

If you do not have these 'extra' pieces, proceed with your kit without them. You can always add them later if desired, but we would not recommend you hold up implanting your Introduction Kit because these items are not ready.

Less is More

We strongly recommend you AVOID including industry material such as brochures or prospectuses, which have their place, but it is not here. Again, don't associate yourself with products. If we lead with products, we diminish the value of our process. And, just because it's available and free doesn't make it the right thing to include. We want to follow the keep it simple rule here.

It's all in the Delivery

As you may already know, consistent and professional letterhead, logo, business cards and a matching presentation folder are a must.

Follow all firm-related marketing formats and compliance standards when assembling and delivering your Introduction Kits.