

Stonehill

M2M™ Client Acquisition Toolkit



MARKETING/PROSPECTING SUCCESS IN THE *NEW MARKET*

OVERVIEW

Match-to-Market™ Client Acquisition

*Whether you are a new or experienced advisor/producer,
M2M™ Client Acquisition will sharpen your activities and generate more production.*

Accessing the *new market* Opportunities

Markets are changing dramatically both demographically and in what it takes to access/sell into them. This has resulted in tremendous opportunities for those who can connect to new, lucrative underserved parts of the new market and refresh their connection with current market targets.

For those who **cannot connect** in this *new* (harder to access) *market* it can result in:

- ✓ Being invisible to important, lucrative market opportunities.
- ✓ Leaving money \$\$\$\$ on the table!
- ✓ Working harder but not smarter.

Why use M2M™ Client Acquisition

It is easy to continue marketing/prospecting in ways that have worked for you in the past (traditional). However, the *new market* calls for a more targeted, market-driven approach.

The difference between the *traditional* and *new market* approaches.....

<i>Traditional approach</i>	<i>New market approach</i>
Cast a wide net - work to come in contact with as many people as possible....everyone/anyone.	Target specific market opportunities – work to connect with people in lucrative, targetable niches.
Broad approaches – become comfortable with “tried and true” approaches that can be used with everyone and then stick to them.	Targeted approaches – for each target, use powerful/focused approaches that your target tells you directly are the best tactics to connect with them (some <i>tried and true</i> , some new; all tailored for them).
Quantity of activity is the key – it’s the amount of activity that gets results. If you are not getting results, do more of the “tried and true”.	Quality of activity is the key – it is the <i>match</i> of the activity to the <i>market target</i> that gets results. To do better, ask your market for best targeted tactics!

The M2M™ Client Acquisition process is based on the *new market* approach; providing:

- ▶ For an **experienced advisor**, the ability to evolve (or refresh) his/her practice by:
 - Identifying new, lucrative opportunities within segments he/she targets now
 - Connecting to new segments she/he knows will be important to the practice in the future
 - Updating approaches and messages for market opportunities targeted currently (that he/she may be growing out of touch with) by asking them directly what works today
- ▶ For an **inexperienced or new advisor**, a **clearer** and more **sustained success track** by:
 - Identifying lucrative market opportunities to target (don’t wait to “fall into” a market after the initial contacts)
 - Shaping powerful, **doable** tactical plans using direct input from his/her market target!

Match-to-Market™ Client Acquisition

The *M2M™ Client Acquisition Toolkit* is matched to today's business realities so it can enhance success in a *new market* that is harder to access/connect with and sell into.

M2M™ Client Acquisition Toolkit

Based on researched, proven, best practices, there are just **4 doable steps** to the process.



*STEP 1 is “updating your market intelligence”. You may already do this type of “market mapping” in your planning process. If so, a producer can move to Step 2 after a quick reading of Step 1

Each Step is supported by what is needed to complete it fully and successfully

Action items the tasks to accomplish to implement each Step.

Instructions needed to complete the tasks.

- W** Worksheets to support completing an action item
- E** Examples of completed action items
- A** Additional Information to further explain action items

Who can and should use the *M2M™ Client Acquisition Toolkit*

You can benefit if you are an advisor who.....

1. Was recruited to focus on a particular market (e.g., *women small business owners or Hispanic professionals*) and needs to **shape a strong, doable marketing/selling plan**
2. Focuses on a market segment (e.g., profession, life stage) now and wants to **access new, lucrative parts** (e.g., gender, ethnicity, age range) of the segment he/she has not previously connected with
3. Is in a market segment now and needs to **refresh** her/his approach (e.g., **get more business/referrals**)
4. Has a solid practice but wants to access some new opportunities (**add revenue from new sources**)
5. Is new and needs to **find opportunities to target, ways to connect quickly and connect successfully**