

# WEALTH MANAGEMENT:

## DRIVING GROWTH THROUGH CLIENT REFERRAL

### TEMPLAR ADVISORS

#### Obtaining new clients has always been key to business success.

In a world where asset appreciation has stalled, margins are under pressure and incumbent clients have multiple opportunities to invest elsewhere, this has never been truer.

Attracting the right clients through referral is the approach successful wealth managers are deploying to grow their business profitably.

#### THE OPPORTUNITY:

Data shows that 29 per cent of happy clients will make a referral unprompted. That rises nearly threefold, to 83 per cent, if the referral is requested. This is the scale of the upside opportunity from a more systematic and regular approach to referral solicitation.

#### THE CHALLENGE

Despite the clear benefits of referrals, our experience is that many wealth managers feel uncomfortable about leveraging existing relationships to secure new business.

Common concerns are that asking looks “desperate”, “pushy” or “risks reciprocity”. “It’s just not me” is a frequent mantra.

#### THE PROGRAM

A single two-hour session focusses on five elements:

- Overcoming self limiting beliefs and discomfort with asking for referrals
- Identifying which clients to ask and when
- How to ask. Developing each attendee’s personal script
- Maximising conversion once a referral is given
- Getting started and making referral requests routine

#### HOW WE WORK WITH YOU

- Before commencing any course we ensure it is designed and tailored exactly to your specific needs and culture. We seek to interview senior leadership and top revenue generators to establish ‘what works’ in your firm.
- We bring your case studies and “war stories” to the sessions based on these briefings.
- Sessions are highly participative and discursive. Typically sessions benefit from participants’ own advocacy and experiences, alongside the Templar facilitator.
- Each attendee will leave the session with their own personal action plan focussed on the areas most relevant to their individual needs.
- We further recommend a second two hour programme after six to eight weeks to evaluate progress, report experiences. This follow-up session will address issues arising, whilst reinforcing key learnings and momentum.
- Session 1 is ideally 6-8 attendees, session 2 can be 8-12.

**PROGRAM SPONSORS CAN EXPECT A STEP CHANGE IN THE NUMBER OF CLIENT REFERRALS SECURED.**

#### SELECT BIOGRAPHIES

##### UK / EMEA:



**Anthony Bernbaum** has over thirty years financial services experience, most latterly as a business leader within HSBC’s Global Banking and Private Equity businesses,

and as a Managing Director at Goldman Sachs.

He joined Templar in 2016 to focus on sales, coverage and relationship management improvement across the financial services space.

He is a graduate of Cambridge University and holds an MBA with distinction from INSEAD Business School.

##### Contact:

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##### NORTH AMERICA:



**Lindsey Larrabee** spent over 15 years in business development roles covering the UHNW market. Most recently she spent four years in BNY’s Wealth Solutions group.

Prior to that, she spent eight years at OppenheimerFunds in various roles, including investment sales, and assisting the build-out of the Private Bank, Bank Trust, & Family Office team, covering clients across the entire US region.

She brings a research-led, yet highly practical communications coaching angle based on her specialized expertise as a Certified Financial Behavior Specialist® (FBS), and direct experience of building and managing client relationships across all channels since 2007.

She joined Templar in 2019 to focus on the firm’s wealth management client base.

##### Contact:

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