

PLANNING/INVESTMENT OBJECTIONS AND MYTHS SHOW

This is great show to highlight the kinds of things you hear all of the time in objection to using a qualified professional. How do you talk this person into your office? Do it right here!

Q1. We have a great program for you today from (advisors). And it's a surprising one as well. (To the Advisor, have some fun with this) If you needed surgery, have you have said to a Doctor, "thanks for the advice, I can do this myself." Or have you had someone say let's go out to eat and your response is, "All restaurants are the same." Strangely, these are the kinds of things financial advisors hear. Today we bring you, Investing Objections and Myths. Are you ready for me to put you on the hotseat today?

A1. (have fun with this, you're here to help people and set the record straight)

Q2. You hear this frequently...I don't need an investment advisor; my investments have done great. I guess if that's how they feel, are they wrong? (Would you perform surgery on yourself)

A2. That could be true but in comparison to what? They've gone up? So has the stock market. So lots of investments have done well. (how do you look at performance as compared to what they should be focusing on: goals, objectives, risk tolerance etc) Expand.

Q3. We are creatures of habit. Change can be difficult for a lot of people. But Financial changes can have real Financial impacts as well. I'm sure you've heard this from a possible new family...It's just too much hassle to change my accounts. What about all the Tax implications?

A3. (How do you approach this)

Q4. This next objection I can understand. What if someone says to you "I like my guy... I've had him for 20 years. We've known each other since college, they know me!"

A4. (of course, no need to disparage another firm, but what about a second opinion? How do you handle this with class, discretion and credibility. This is someone who values paying for advice, so let's keep them in the hopper as a lead)





Q5. If I do an internet search, look up financial advisor near me, I'll get thousands of hits. Are All financial advisors the same? How are we supposed to know the difference between who is looking out for me?

A5. (what is your firm's philosophy, what is your firm's WHY. How do you tell the difference between a wholistic approach firm like yourselves and walking into a bank or brokerage?)

Q6. According to an online survey conducted by Harris Poll, 71% of Americans say they're afraid of some aspect of talking to a financial advisor. Fear or embarrassment...in fact According to AARP 45% of adults aged 45-59 say they'd rather visit the dentist than a financial advisor! What are they so afraid of??

A6. (The unknown. Look, Wall Street likes to complicate things...take them through how you put them at ease) *Fear is normal. It's our body's response to the unknown. Step one, they could be better off than they know! Step two, we're not going anywhere, call us when you need to. Step three, define what is their unknown and simplify)

Q7. I'm certain you have heard this "I can do it myself, I don't need any help."

A7. (I'm sure you can, but can your spouse too? You might be a great engineer and love your spreadsheets and your ROI analysis but does your spouse love those too? Have you taken care of Long Term Care Planning? Do you have a health advocate appointed in case your mental capacities diminish? I'm glad you can right now, I'm thinking down the road for you and your family)

Q8. Why should I pay for Financial Advice?

A8. You pay for all sorts of services, you pay for restaurants, entertainment, to get your car fixed, to get food delivered. I do understand the concern, I might just position the question a little differently. You know what you're getting with those other services...you get your car fixed, you get a meal so how about thinking about the same thing.... How about, what am I getting for what it might cost me? I love that question because our firm isn't just about a portfolio or a product, I get to rave about all the things we do for our clients





Q9. You do this all of the time, what are some of the blind spots that folks don't see when planning their own retirement?

A9. Inflation, Taxes, Health and Long Term Care planning and needs, Estate planning
Etc. Etc.

Q10. You are an independent firm. It means you have access to an entire world of solutions as opposed to working at a large institution that could be motivated by a quota or product roll out. Can you explain what independence means as firm to your clients.

A10. (expand)

*Consumer Question

