

What to do with a Compliment once you have accepted it!

Receiving a complement the first thing that we want to do is accept it graciously say, "thank you very much I appreciate that. I work very hard to help clients go through times like this. This is when I really feel like I am earning my fees more than ever. I always feel like I'm earning my fees but really this is when I am providing value above and beyond the call of duty. And I really appreciate the fact that you recognize that, so thank you very much!"

So now we are taking it and humbly still, patting ourselves on the back and recognizing that we are great, but we hear that we are great but not making these necessarily claims of greatness.

But now once we have done that, so we have taken the compliment and locked it in now we can do two more things with it.

Number one is if that was somebody who was referred to you by an internal or external Centre of Influence, bank partner, CPA, or whoever or one of your existing clients what a brilliant move it is now to take that complement and squish it back to the person who gave you the referral in the first place.

And one of the things that is so powerful about this moment in time that we are in right now, if you are introducing your new clients to a banker imagine what the impact would be, or if any of your bankers that are with you know that originally made that referral to call you up and say, "I appreciate you saying that and you know what? I will always be conscious of the fact that you and I would never have met if it hadn't of been for the fact that Tyron went out his way one day to care about you enough to make the introduction to me. And I know it would mean the world to him to call you and say, 'Hey I just got off the phone and I just want to say thank you for caring enough about me to make the introduction. You know these times have been rough but I can't imagine what it would be like if I didn't have on my team.'"

If you just think of a generic Cindy banker as your bank partner and all of a sudden Cindy starts getting compliments from clients that she has referred to you. Particularly ones that she has referred to you 9 months ago or longer, before the wheels started to come off the cart you can just image the impact.

Them saying, "I can't image what it would have been like to have gone through this market without having him in my life. And I really appreciate the fact that you made the introduction." And if we can get them to say, my favorite phrase to get them to weave in there is, " thanks for caring enough about me." This is the client talking to the banker, " thank you Mr. or Mrs. banker for caring enough about me for making the introduction. She has made all the difference in my life."

And boom the opposite of that is also true, 2 or 3 will sever the relationship, it may take a few more on the other side but if we get 3 or 4 people coming back and saying, "SHe is the best financial advisor I have ever worked with. These markets have been horrible, obviously she doesn't control that but I can tell you one thing I am thankful for every single day is that I can pick up the phone and give her a call and she knows exactly what I need to do to get back on track again

and she is keeping me focused on my goals, she is keeping my focused on my objectives. She is a godsend!"

And doesn't take too many of those for your banker might even be saying, "I will be honest with you Mr. or Mrs. Prospect. I have no idea what she does, it's very complicated. I know it has to do with your money and your goals and creating financial plans. But I will tell you this, I referred dozen people that I referred last summer who opened accounts with her and out of those 8 or 9 of them have called me back and said, ' she is my financial angel, security blanket, guardian, whatever compliment they could use. "And I have no idea what it would be like to go through these last few months without her. Thank you so much for caring about me enough to make the introduction."

And then they say to the client, " you need to meet her. And when you meet her you need to have all your financial statements as she is going to want to develop your financial plan, she is going to want to delve into what are your most important goals and take a look at where you are today and how to get you onto a path to get you to achieve those goals. I can tell you she has got nothing but raving fans of the people that she works with."

We want to do three things when you get a compliment. Number one validate it and amp it up and lock it in as you get that complement, step number one.

Step number two is if you can, if it's appropriate take that complement and swish it back to the person who gave you the referral in a first place.