

Fear No Bear

3 habits of highly effective financial professionals during down markets

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Be bold, be brave, be brilliant

During bear markets, the top financial professionals will:

1 Communicate

2 Educate

3 Activate

Communicate to connect

3 steps to improve connections and deepen communications:

1

Personalize your approach

- Segment your client base
- Align a communication plan
- Tailor your service model

2

Prep to connect

- Create effective agendas
- Customize your conversation
 - Solicit feedback

3

Listen for effect

- Understand the facts
- Identify your style
- Improve your listening

Personalize your approach based on client segments

All clients are not created equal: Adjust the experience accordingly

Service	Client segment		
	AAA	AA	A
Client review	Quarterly	Annually	As needed
Contact	Monthly	Quarterly	As needed
Customized solutions & services	X		
Packaged solutions & services		X	X
Invited to client appreciation event	Semi-annually	Annually	
Handwritten birthday/holiday card	X		
Printed birthday/holiday card		X	X
Ongoing email communications	X	X	X
Monthly newsletter recipient	X	X	X

Personalize the approach: Select a communication plan

Ask clients which they prefer and offer choices to meet their needs

“Here are two communication plans we currently use to ensure we’re proactively answering your questions and addressing your concerns.”

Plan A

12 contacts per year as follows:

- 8 monthly briefing calls
- 4 quarterly reviews (2 phone or webinar and 2 face-to-face)

Plan B

6 contacts per year as follows:

- 4 bimonthly briefing calls
- 2 quarterly reviews (1 phone or webinar and 1 face-to-face)

“Which plan would you like us to implement? We can also modify the schedule, if you prefer.”

Preferred mode of communication



Phone call
(home or cell)



Email



Text



In-person



Video chat

Personalize the approach: Establish your service model

Strong foundations lead to satisfied customers

Start from the beginning

- Create a welcome packet
- Set clear expectations
- Provide an overview of roles and responsibilities within your practice

Who do I call for what, when this happens?

Team member	Contact information	When to call
Example 1: <i>Financial professional</i>	<ul style="list-style-type: none">■ Office number■ Cell phone number■ Email address	<ul style="list-style-type: none">■ Review investments and goals■ Concerns about market conditions■ Discuss changes in your life and the long-term impacts
Example 2: <i>Client service manager</i>	<ul style="list-style-type: none">■ Office number■ Cell phone number■ Email address	<ul style="list-style-type: none">■ Check the value of your account■ Address/phone number changes■ Change a beneficiary
Example 3: <i>Marketing manager</i>	<ul style="list-style-type: none">■ Office number■ Cell phone number■ Email address	<ul style="list-style-type: none">■ Questions about schedule seminars■ Questions about upcoming client events■ Questions about recent office communications
Example 4: <i>Administrative assistant</i>	<ul style="list-style-type: none">■ Office number■ Cell phone number■ Email address	<ul style="list-style-type: none">■ Schedule an appointment■ Set up an annual review■ Questions about webpage

Source: Cerulli, "U.S. Advisor Metrics," 2018.

Prep to connect

Establish an effective, consistent, repeatable approach to client reviews, whether in person or virtual

6-step process

1 Send a pre-meeting email

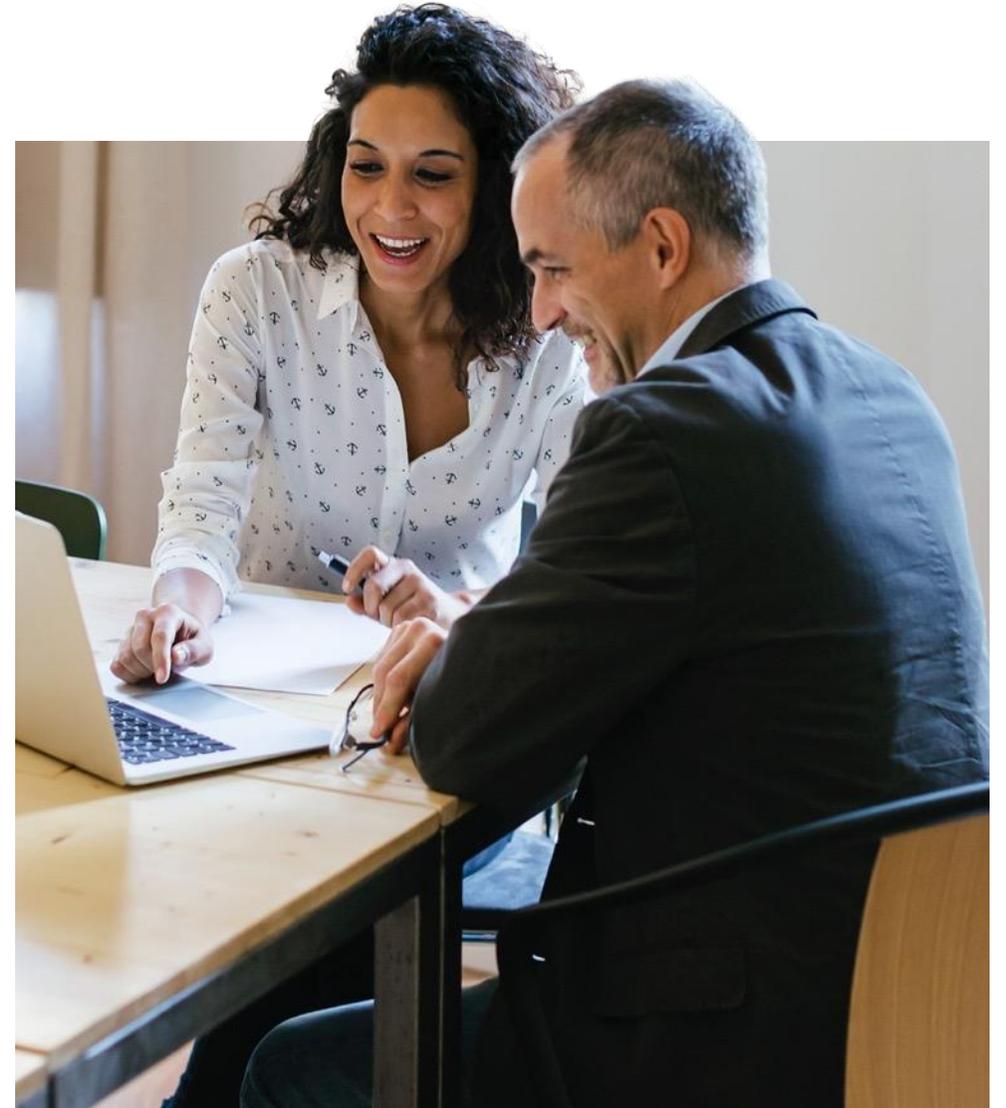
2 Focus on client's agenda, not yours

3 Identify necessary documents needed for the meeting

4 Set clear time expectations

5 Conclude the meeting with specific action steps

6 Follow through with a thank-you email



Prep to connect: Customize your conversations

Use trilogy questions to enhance your conversations

Trilogy questions are those with a 3-step approach designed to uncover deep-seated concerns and discover opportunities for you to address.



Ask open-ended questions that require a three-part answer

“What are three things that are concerning you the most?”



Drill down further to learn more by using these additional probes

“Tell me more. What are you afraid will happen?”



Make sure you're employing effective listening

Use the 6 steps.

Prep to connect: Customize your conversations

Use trilogy questions to enhance your conversations

Affirm to alleviate concerns

Ask, “Was This Helpful?” If so...

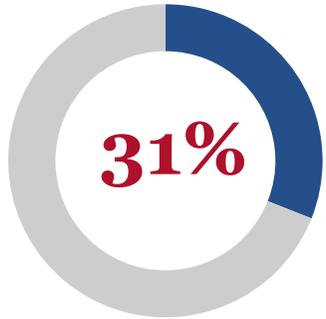
1. “Was this explanation useful?”
2. “Do you see how this would be helpful?”
3. “Would it make sense for us to [action]?”

Source: Ken Haman, “How to Get Clients to Take Action Now,” AllianceBernstein Advisor Institute, 2021.

Access top
questions to ask here



Prep to connect: Actively solicit client feedback



Financial professionals conducting **face-to-face feedback sessions** were found to be **31% more productive**.

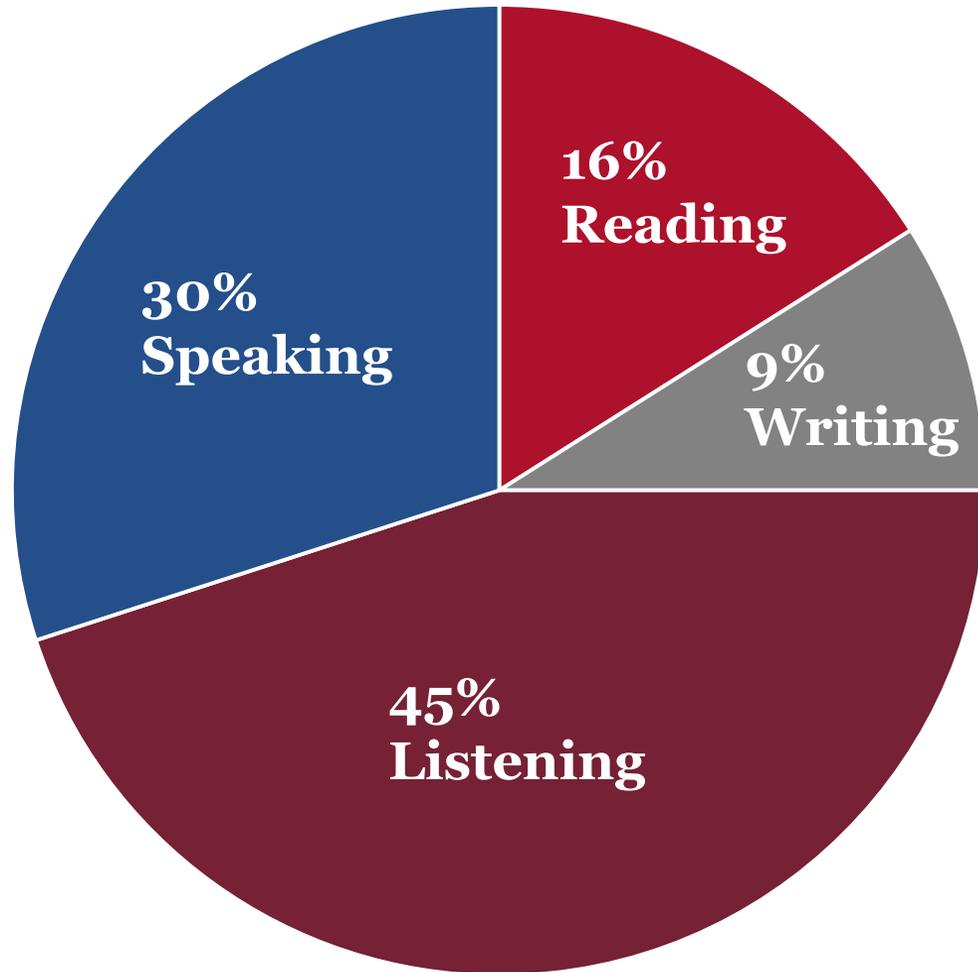


How can we better serve you?



Sources: Lincoln Financial Proprietary Research, "Using Client Surveys Effectively," WealthManagement.com , August 2017.

Listen for effect: Facts about listening



Listening

- Learned first
- Taught the least

Speaking

- Learned second
- Taught next least

Reading

- Learned third
- Taught the next most

Writing

- Learned fourth
- Taught the most

Source: Alex Owen-Hill, "Why the Heck Is Listening Such a Big Deal? 5 Reasons Why Language Learners Need to Listen Up," FluentU, February 24, 2022.

Listen for effect: What's your style?

Are men or women better listeners?

Research shows that **men only use half of their brain to listen** while **women engage both lobes.**

Source: WebMD, "Men Listen, but With Only Half a Brain," 2000, WebMD, Inc.





Listen for effect: What's your style?

Is there more than one way to listen?

There are 4 distinct learning styles and **more than 40% of people are using two or more** at any given time.

- Pretending
- Active
- Selective
- Empathetic

Source: Gwen Tucker, "The Leader Who Leads, Levels of Listening," n.d.

Listen for effect: 6 ways to become a better listener

80% say one of the most valued traits of an FP is someone who actively listens*

1. Listen to learn, not to be polite
2. Quiet your agenda
3. Ask more questions
4. Pay attention to your talk/listen ratio
5. Repeat back what you heard
6. Wait until someone is done talking before you respond

*Neal Lappe, "Improve Your Selling Skills By Being a Better Listener," WebStrategies, November 27, 2015.

Become a better listener



Educate

Alleviate client concerns about market volatility

1

**Stay informed
on the changing
landscape**

2

**Share your
knowledge to
explain and assure**

Maximize your time and efficiency with Lincoln's resources

On-demand knowledge resources to keep current on market outlook



Market Intel Exchange

Access on-demand market data and insights from Lincoln and industry asset management partners



Visit now!



CIO perspectives

Hear Jayson Bronchetti's market insights and commentary



Visit now!



Asset class views

See how the leading minds in the industry are positioning portfolios



Visit now!

Explain that media makes no mark on markets

During times of instability keep your financial plan grounded in these guiding principles:



Markets don't belong to a political party



When in doubt, zoom out



Avoid the fear of the bear and the pull of the bull



Proactively prepare

Investors who work with a financial professional accumulate **270% more assets after 15 years than those who don't.**¹

Scan for our client brochure to help clients Stabilize Instability



¹ Franklin Templeton, "Is the 60/40 Portfolio Dead? Remixing the Recipe for Investment Success," September 2020. https://www.franklintempleton.ca/content-common/market-perspective/en_CA/60-40-topic-paper-en.pdf.

Activate

Transform conversations into sales

1

**Discuss
protection
products**

2

**Identify assets
held away**

3

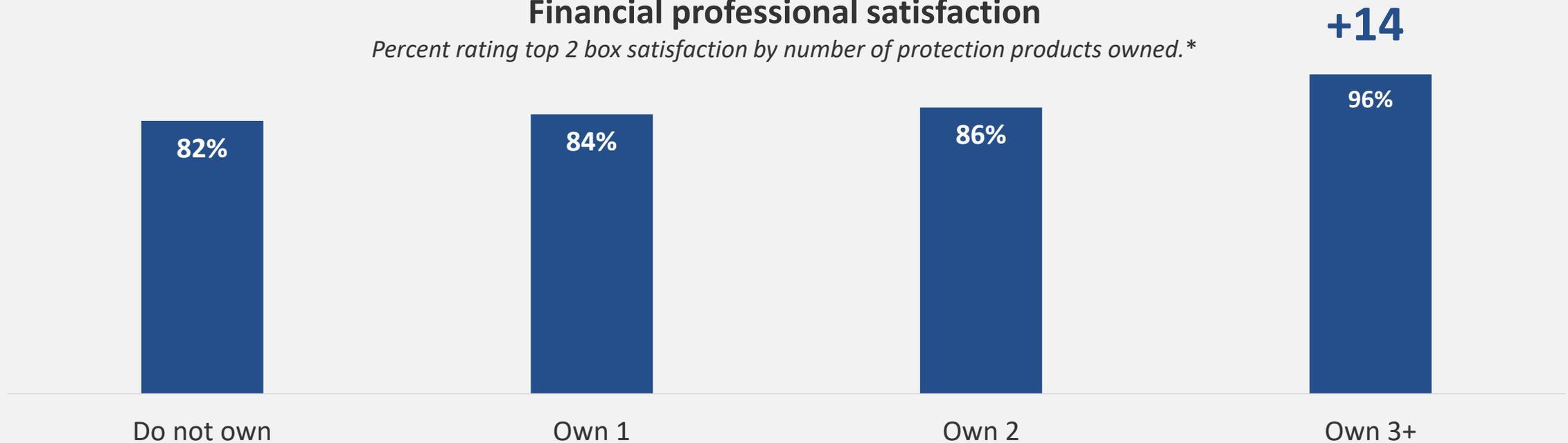
**Ask for
referrals**

Drive satisfaction and sales

Discuss protection products to **drive greater client satisfaction**

Financial professional satisfaction

Percent rating top 2 box satisfaction by number of protection products owned.*



*Protection products include Life Insurance, Fixed Annuities, Variable Annuities, and/or LTC.

Source: Lincoln Financial, *The Value of Advice*, January 2020.

Drive satisfaction and sales

Greater client satisfaction presents a greater opportunity to gather client assets and increases our opportunity for referrals



Talk to your current clients

Identify assets held away



Work with brand new clients

Ask for referrals



Identify assets held away

Current clients – where to look?

Gain a more comprehensive picture of each client's financial situation with Form 1040

Form 1040 Department of the Treasury—Internal Revenue Service (99) 2020 U.S. Individual Income Tax Return OMB No. 1545-0074 IRS Use Only—Do not write or staple in this space.

Filing Status Single Married filing jointly Married filing separately (MFS) Head of household (HOH) Qualifying widow(er) (QW)
 Check only one box. If you checked the MFS box, enter the name of your spouse. If you checked the HOH or QW box, enter the child's name if the qualifying person is a child but not your dependent ▶

Your first name and middle initial Last name Your social security number
 If joint return, spouse's first name and middle initial Last name Spouse's social security number

Home address (number and street). If you have a P.O. box, see instructions. Apt. no. Presidential Election Campaign
 Check here if you, or your spouse if filing jointly, want \$3 to go to this fund. Checking a box below will not change your tax or refund.
 You Spouse

City, town, or post office. If you have a foreign address, also complete spaces below. State ZIP code
 Foreign country name Foreign province/state/county Foreign postal code

At any time during 2020, did you receive, sell, send, exchange, or otherwise acquire any financial interest in any virtual currency? Yes No

Standard Deduction Someone can claim: You as a dependent Your spouse as a dependent
 Spouse itemizes on a separate return or you were a dual-status alien

Age/Blindness You: Were born before January 2, 1956 Are blind Spouse: Was born before January 2, 1956 Is blind

Dependents (see instructions):
 (1) First name Last name (2) Social security number (3) Relationship to you (4) if qualifies for (see instructions):
 Child tax credit Credit for other dependents

1	Wages, salaries, tips, etc. Attach Form(s) W-2	1
2a	Tax-exempt interest	2a
2b	Taxable interest	2b
3a	Qualified dividends	3a
3b	Ordinary dividends	3b
4a	IRA distributions	4a
4b	Taxable amount	4b
5a	Pensions and annuities	5a
5b	Taxable amount	5b
6a	Social security benefits	6a
6b	Taxable amount	6b
7	Capital gain or (loss). Attach Schedule D if required. If not required, check here ▶	7
8	Other income from Schedule 1, line 9	8
9	Add lines 1, 2b, 3b, 4b, 5b, 6b, 7, and 8. This is your total income	9
10	Adjustments to income:	
a	From Schedule 1, line 22	10a
b	Charitable contributions if you take the standard deduction. See instructions	10b
c	Add lines 10a and 10b. These are your total adjustments to income	10c
11	Subtract line 10c from line 9. This is your adjusted gross income	11
12	Standard deduction or itemized deductions (from Schedule A)	12
13	Qualified business income deduction. Attach Form 8995 or Form 8995-A	13
14	Add lines 12 and 13	14
15	Taxable income. Subtract line 14 from line 11. If zero or less, enter -0-	15

For Disclosure, Privacy Act, and Paperwork Reduction Act Notice, see separate instructions. Cat. No. 11320B Form 1040 (2020)

1.

Lines 2a and 2b
Taxable and tax-exempt interest

2.

Lines 3b and 7
Dividends and capital gains from taxable mutual funds

3.

Lines 4b and 5b
RMDs, pensions and other income

4.

Schedule B

5.

Schedule D

Ask for referrals

Gather assets held away from current clients



**Ahead of your next meeting,
ask your client to share the following:**

- Wills
- Trusts
- Tax returns
- Any changes to beneficiaries
- Any changes to their financial situation
- Current investment and retirement plan account statements

Ask for referrals

Use referrals to expand your reach with prospective clients

Rule of 91:2*

Thank you

Magic words

Help

PBS

Give me guidance

Get the referral



* "Anatomy of the Referral," *Advisor Impact*, 2010.

“

Trust is built when someone is vulnerable and not taken advantage of.”

Bob Vanourek,

author of *Triple Crown Leadership*, 2012.

A partner to you and your clients

Let Lincoln help. That's why we're here.

Now is the time to take action to strengthen your practice and demonstrate your value. Reach out to your clients to drive conversations around products and solutions that can help them protect and grow their assets.

Visit our on-demand knowledge network to access industry insights and actionable resources to strengthen your expertise, tackle challenges and anticipate what's coming next.



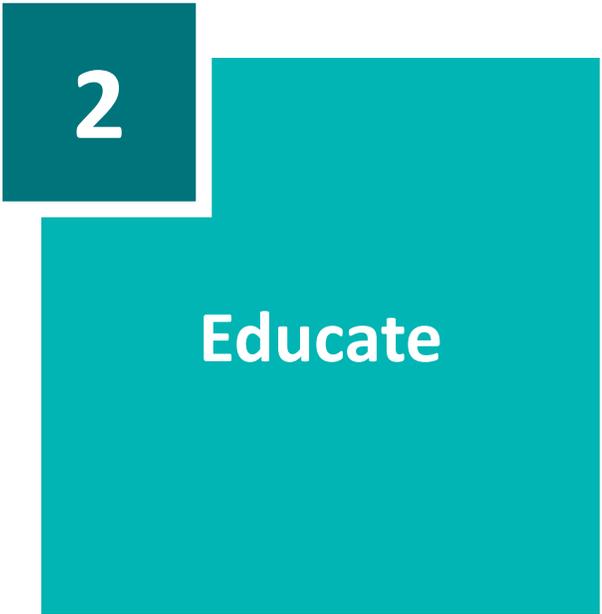
**[visit.LFG.com/
interactwithimpact](https://www.lincolnglobal.com/interactwithimpact)**

Thank you.



1
Communicate

A blue graphic element consisting of a small dark blue square containing the number '1' and a larger blue rectangle below it containing the word 'Communicate'.



2
Educate

A teal graphic element consisting of a small dark teal square containing the number '2' and a larger teal rectangle below it containing the word 'Educate'.



3
Activate

A red graphic element consisting of a small dark red square containing the number '3' and a larger red rectangle below it containing the word 'Activate'.

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