

Exercise 1: Hate to Lose, Love to Duplicate

Purpose of the Exercise: To determine which clients you will be conducting *Feedforward* Sessions with.

Instructions: Start by simply preparing a list of your clients and asking yourself about each one: Would I hate to lose but love to duplicate this client?

If your answer is a confident “yes,” then they should be involved in your *Feedforward* Sessions. Take all of the clients that you say “yes” to and place their names in the “Client Name” column of the worksheet. These will be the participants in your *Feedforward* Sessions.

Next, it is important to assess each of the chosen clients against the elements that define a great advocate. Ask yourself the following five questions and rate each client, using the scale below:

1 = No

3 = Not Likely

5 = Maybe

8 = Highly Likely

10 = Yes

1.

Does the client value what you do enough to confidently introduce you to someone who is very important in their life?

Key Indicators:

- 1 Client has actively expressed unhappiness with their experience and has considered other advisors
- 5 Client seems indifferent to their experience and rarely expresses gratitude
- 10 Client is extremely appreciative of their experience and frequently verbalizes this fact

2.

Does the client have a full understanding of products, services and resources available within your practice — not just the ones they use?

Key Indicators:

- 1 Client uses other advisors for financial products and services that you provide
- 5 Client uses your firm for some, but not all, of the financial products and services they need
- 10 Client uses your firm for all of the financial products and services that they need and understands even the services that they don't personally use.

3.

Does the client understand that you welcome new clients, and could they describe in a definitive way what your ideal client might “look like”?

Key Indicators:

- 1 Your client could not describe an “ideal referral” in a way that would allow them to identify one in their own circle of influence
- 5 Your client is likely to describe someone like themselves as your ideal client
- 10 Your client could clearly articulate who you prefer to work with in a way that is definable and easy to identify

4.

Is the client comfortable referring others to you?

Key Indicators:

- 1 Your client has actively expressed their discomfort with referring others to your business
- 5 You have never had a discussion with your client about this topic, and you are unclear about their comfort level with referring
- 10 Your client refers others to your business frequently

5.

Does the client understand the importance of coordinating an introduction when trying to recommend others to you?

Key Indicators:

- 1 Your client is likely to simply give your name to others when they want to refer
- 5 Your client actively calls you to tell you that they have recommended your business to someone
- 10 Your client insists that those around them personally meet you and actively participates in the introduction

Client Name	1 Does Client Value Experience	2 Does Client Know All You Do	3 Does Client Know Who You Work With	4 Is Client Comfortable Referring	5 Does Client Know How to Introduce

Scale: 1 = No 3 = Not Likely 5 = Maybe 8 = Highly Likely 10 = Yes