

Building trust

Habits of highly effective financial professionals

The ability to develop trust with clients is one of the most important qualities a financial professional can have. Clients tell us it's the top source of their satisfaction – even more than the guidance you provide or the service you deliver.¹ In fact, a lack of trust could lead clients to look for another financial professional.²

This flier provides practical steps for building greater trust with clients in your everyday interactions.



Ask client-centered questions

Instead of focusing on your agenda, make the conversation about the client. Ask about their family, lifestyle, and what matters to them. Shifting the focus will help you develop stronger relationships and enable you to uncover more about your clients to help meet their financial needs.



Ask specific questions:

- "How are your grandkids, Tommy and Jessica?"
- "How was your trip to Greece?"
- "Are you still working on your golf game?"
- "How do you think Penn State will do this year?"
- "What's the next big family event on the horizon this year?"

TOPICS YOU THINK ARE IMPORTANT:

- Finances
- Goals
- Preferences

TOPICS YOUR CLIENT THINKS ARE IMPORTANT:

- Lifestyle
- Life events
- Family



Listen to learn

Through active listening, you'll demonstrate care and empathy and boost the emotional connection with your client. Once established, this connection will put you in a better position to find the solution that may meet their financial needs.

1.

Listen to learn

- Ask open-ended questions
- Let clients do most of the talking

2.

Quiet your agenda

- Maintain a calm presence
- Don't interrupt
- Show interest through body language

3.

Use confirmation bias to your advantage

- Ask if it's okay to make some notes
- Summarize and confirm what you discussed



Follow a consistent process for client meetings

A thoughtful and consistent process helps financial professionals make better use of their time and puts clients in the right mindset. Try this:

1. Send a pre-meeting email
2. Focus on your client's agenda, not yours
3. Identify documents needed for the meeting
4. Set clear time expectations
5. Conclude with specific action steps
6. Follow through with a thank you email

Use trilogy questions to enhance your conversations

Ask these questions to facilitate dialog and encourage clients to open up about their financial goals and concerns.

- What three things do you want to achieve, discuss or accomplish?
- What are your three greatest motivators?
- What are three things that keep you up at night?

Trust as a differentiator

In a world where guidance is being commoditized, trust can differentiate you and serve as the foundation of strong client relationships.³



Lincoln has a wealth of educational resources and tools to help you be more effective and grow. Contact your Lincoln representative for more information.

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¹ Cerulli: U.S. Advisor Edition, "Client Connections: Built on Trust, Nurtured by Strategy." Q3 2019.

² Qualtrics, "The Financial Advisor Client Experience Report," <https://www.qualtrics.com/customer-experience/financial-advisor-report/#section1>

³ Cerulli: U.S. Advisor Edition, "Client Connections: Built on Trust, Nurtured by Strategy." Q3 2019.

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