



2016 MDRT Annual Meeting e-Handout Material

Title: Highly Effective Wealth Planning Model for Sales Growth

Speaker: Bernard Lim, CFP, CSFE

Presentation Date: Tuesday, June 14, 2016

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Slide 1



Bernard Lim, CFP, CSFE
Highly Effective Wealth Planning Model for Sales Growth

MDRT
2016
JUNE 12-15
VANCOUVER

Slide 2

OVERVIEW

1

WHY clients are looking for holistic & integrated wealth planning

2

WHAT we can do to reposition ourselves and add value

3

HOW to use the Wealth Planning Model (WPM®)

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Slide 3

WHY CLIENTS ARE LOOKING FOR MORE...

- Ernst & Young "Global Insurance Survey" (2014)
 - 24,000 general consumers in 30 countries
 - 50 questions about our industry, services and what they expect
- Bain & Company "Private Wealth Report" (2015)
 - 2,800 high net worth individuals
 - What they look for in a financial services professional

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Slide 4

WHY CLIENTS ARE LOOKING FOR MORE...

SUMMARY OF EY 'GLOBAL INSURANCE SURVEY' (2014)*

- TRUST (or lack of it) is a serious issue

- LOYALTY does not mean the customers will stick with you

- INTERACTIONS have to be frequent and purposeful

- BESPOKE is the new buzz word

* The findings have been paraphrased in this slide. Refer to ey.com for complete report.

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WHY CLIENTS ARE LOOKING FOR MORE...

SUMMARY OF BAIN & CO "PRIVATE WEALTH REPORT (2015)"*

- COMPETENCE

- BRAND

- PERSONAL RELATIONSHIP

* The findings have been paraphrased in this slide. Refer to bain.com for complete report.

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WHY CLIENTS ARE LOOKING FOR MORE...

A COMPETENT TRUSTED ADVISOR WHO

INTERACTS FREQUENTLY &

UNDERSTANDS THE CLIENT'S UNIQUE NEEDS AND

PROVIDES HOLISTIC & INTEGRATED SOLUTIONS

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WHAT YOU CAN DO ABOUT IT

Wealth Planning Today

Gift / Estate & Legacy Planning

Investment / Retirement Planning

Risk Management / Insurance Planning

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Slide 8

WHAT YOU CAN DO ABOUT IT

- Build Trust through Educate-and-Plan
 - rather than Tell-and-Sell
- Take an Integrated & Holistic Approach
 - rather than Piece-Meal Approach
- Position yourself as a 'Co-Planner'
 - rather than 'Know-It-All'

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Slide 9

HOW TO USE THE WPM®

1

MODEL – the Wealth Planning Model (WPM®) step-by-step

2

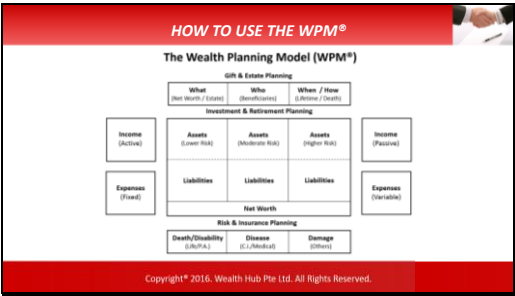
MEMORY – a way of remembering the model

3

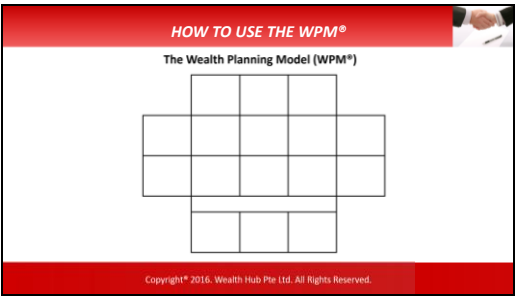
MARGINS – budget ranges when planning for your client

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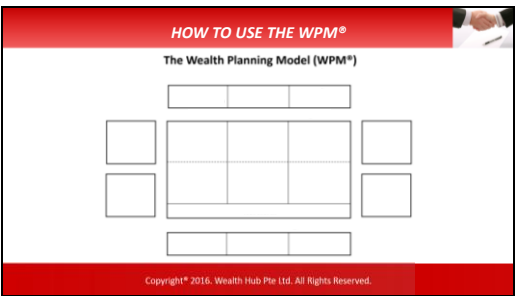
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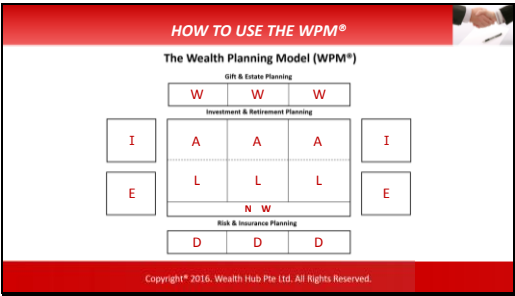
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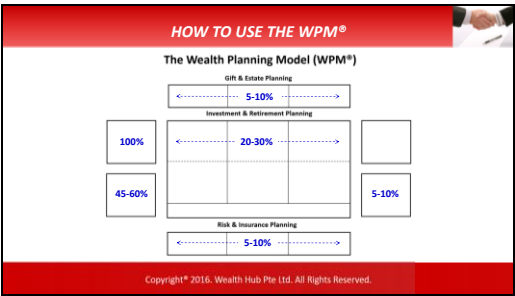
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Slide 13



Slide 14



Slide 15

- HOW TO USE THE WPM®**
- **Promotes Trust through Educational Approach**
 - creates interactive and meaningful conversations
 - **Provides Clarity through its Integrated Approach**
 - promotes responsible and comprehensive planning
 - **Generates Opportunities & Long-Term Business through Holistic Approach**
 - builds relationships and sustainable practice
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FINALLY...



Thank You Very Much!

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