

ARE YOU CHALLENGING YOUR CLIENTS ENOUGH?

JAMES CLARK
HEAD OF EXPATRIATE SALES (EUROPE)

A WEALTH *of* DIFFERENCE

utmost[™]
WEALTH SOLUTIONS



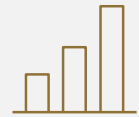
UTMOST GROUP LIMITED

OVERVIEW

Utmost Group Limited
(formerly Life Company Consolidation
Group - LCCG) was founded in

2013

Utmost Group Limited was founded
as a **SPECIALIST LIFE**
ASSURANCE GROUP established
to become the **LEADER IN ITS**
CHOSEN MARKETS



£37bn

(€43bn)

in assets under
administration (approx.)



Operating in the **UK, EUROPE** and
INTERNATIONALLY



3

BUSINESS LINES

Utmost Wealth Solutions
Utmost Corporate Solutions
Utmost Life and Pensions



UK

Our Head Office
is based in London



over

1,000

People are employed
across our businesses

Figures quoted are correct as at 31 December 2019



PROSPECTING

HOW HAS CORONAVIRUS
IMPACTED YOUR BUSINESS?

PROSPECTING



HAS CORONAVIRUS
IMPACTED YOUR
ABILITY TO GROW
YOUR CLIENT BANK?

- › Coronavirus has dominated the 2020 agenda and has started to change the methods of interacting with new and existing clients.
- › Traditional networking and socialising opportunities have been severely impacted across Europe due to restrictions imposed by governments to stop the spread of the virus.
- › Technology is playing an ever-increasing role in how insurance intermediaries conduct business.
- › How have you been able to source new clients since Coronavirus?

PROSPECTING

QUESTION POINT



WHICH OF THESE
STATEMENTS BEST
DESCRIBES YOUR
ACTIVITY?

- A. I have not been able to source any new clients
- B. I have relied on word of mouth for referrals
- C. I have utilised other methods such as social media
- D. I have utilised professional connections

(2)

EXISTING CLIENTS

WHAT DO THEY VALUE?

EXISTING CLIENTS



THINKING ABOUT THE CURRENT SITUATION

- › How regularly do you review your existing clients?
- › Do you know what your clients value about you?
- › Are you remunerated for reviewing existing clients?
- › How can you extract more value from your existing client relationships?
- › How can you protect your revenue in a pandemic?
- › Do you need to make any changes to your business model to cater for your clients' needs?

EXISTING CLIENTS

QUESTION POINT



HOW MANY OF YOUR
CLIENTS DO YOU RECEIVE
ONGOING REMUNERATION
FROM IN ORDER TO
REVIEW THEIR PORTFOLIO?

- A. None
- B. Less than 50%
- C. 50% - 80%
- D. More than 80%

EXISTING CLIENTS

QUESTION POINT



IF YOU LOOKED AT YOUR
CLIENT BANK, HOW MANY
OF YOUR CLIENTS HOLD
MORE THAN ONE
PRODUCT/SOLUTION
UNDER YOUR AGENCY?

- A. None
- B. Less than 50%
- C. 50% - 80%
- D. More than 80%

VALUE TO CLIENTS

WHAT ARE THEY LOOKING FOR?



TRANSACTIONAL/ ADMINISTRATION

- › Product selection
- › Putting a policy in place
- › Providing valuations
- › Maintaining files and records

Limited value in client's mind



ADVICE

- › Specialist advice on product
- › Basic information provision
- › Selection of funds or ability to appoint a DFM/Platform
- › Technical Sales

Value dependent on client experience



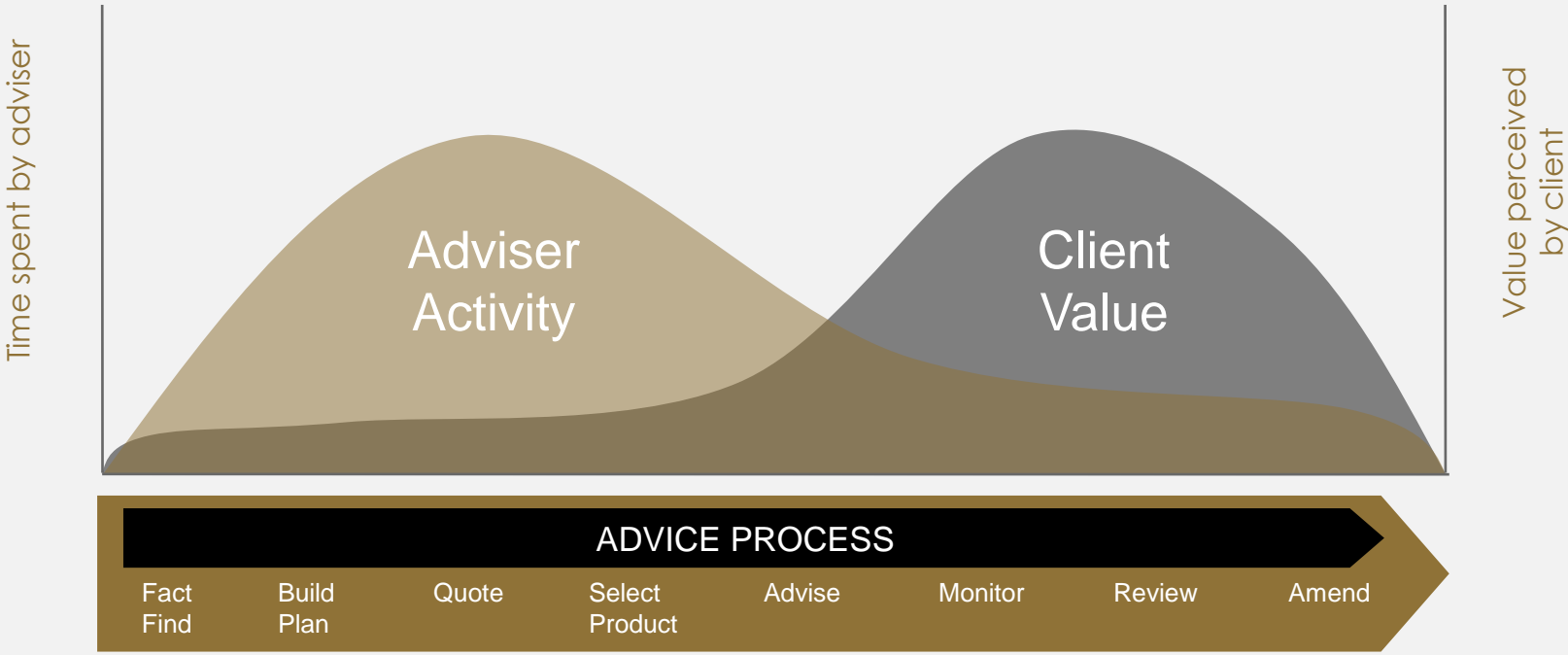
SERVICE AND RELATIONSHIP

- › Delivering on promises
- › Strategic financial planning
- › Disciplined reviews
- › Knowing and understanding of the client
- › Trust and accessibility

Highly valued by all clients

FINDING THAT COMMON GOAL

CLIENT NEEDS AND THE ADVICE BUSINESS MODEL




Source: Cerulli Associates

SUMMARY

ARE YOU CHALLENGING
YOUR CLIENTS ENOUGH?



- › Prospecting - could you use referrals more to grow your client bank?
- › Do you challenge your clients enough about their other assets/investments?
- › Remember to ask: 'What has changed'?
- › Focus on what clients value



“Engaging people is about
meeting their needs – not
yours.”

Tony Robbins

ARE YOU
CHALLENGING
YOUR CLIENTS
ENOUGH?

THANK YOU FOR YOUR TIME

A WEALTH *of* DIFFERENCE

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