

# Don't Take Them for Granted

When you think about the people who comprise your top clients, there's often a variety in terms of the type of people, when you met them, and how long you've been working with them. There may also be a significant variation in terms of what 'becoming your client' looked like, depending on when they joined you. If you're like most advisors, you put a tremendous amount of effort and attention in at the beginning of these important relationships and then 'autopilot' mode kicked in – much like we see in courtships.

The reality is that your nicest top clients may not need you a lot and trust you tremendously - and because of that they often don't get much extra attention. We need to be proactive with respect to servicing them and to strive to exceed their expectations, so they continue to be delighted with our partnership over the long-term.

## Complacency is Dangerous

One of the nice things about working with the same people for a long time is the relationship tends to become easier. There is a level of comfort and trust that makes working together enjoyable. The danger is that this familiarity that can lead to complacency – at least from the perspective of your client, which is what matters most.

*“Success breeds complacency.  
Complacency breeds failure.  
Only the paranoid survive.”*

Andy Grove

## The Silent Majority

We may have a client or two who is comfortable enough to bring this up to us, and we then have an opportunity to salvage the relationship. However, most of your clients won't bring this up. Instead, some will simply leave you and move onto a new advisor. Every advisor has experienced the pain of losing a top client at some point in their career. This often comes as a surprise to advisors and there is seldom any advanced warning. For all intents and purposes, the prevailing notion is that the departing client was content with the service.

## What Have You Done for Me Lately?

Initiating the Client Rebranding is the first step in showing your clients you're still actively paying attention and that they *do* matter. This process is specifically designed for your very best clients. It is client-focused from start to finish *and* the introduction of the PFO Binder ensures they know you will continue to be client-focused for the duration of the relationship.

## Grow Your Practice

By focusing on your very best clients with the rebranding process you can proactively competitor-proof them, which often leads to more of their business coming your way (increased engagement). Secondly, you will see increased advocacy because they will be sending more friends and family your way.