TRIPLE-A SCORECARD

Classify clients to tailor your service for the biggest impact

As a business owner, it's important to identity ways to work smarter, not harder. The key to growing your practice is to use your time and resources effectively, focusing on activities that generate the biggest return on investment. Use the Triple-A Scorecard to identify your best clients so you can tailor your service model to those who can help you grow and thrive.

STEP 1: ASSESS

First, determine your professional goals.

- Consider the amount of time you can commit to each client.
- Ensure you have enough time available to help clients plan and manage their retirement with confidence.
- Determine how many client relationships are realistic for you to nurture on an ongoing basis.

Use this formula: Total AUM Goal = Number of Clients X Average Assets

_____ = _____ x _____

Next, use the Triple-A method to assess your current clients in the following areas.

ASSETS: *Review the average assets determined above. Is this in line with the average net worth of your best clients? Set a minimum that allows you to reach your goal above.*

Minimum net worth: _____

ATTITUDE: *How do client attitudes and expectations impact outcomes? How likely are they to adopt your recommendations? What do you expect would be your cost in time spent to work with them?*

Traits of your ideal client:	Dealbreaker traits:
•	•
•	•
•	•
•	•
•	•

ADVOCACY: *Do they refer you? Have they introduced you to one to two potential clients in the past 12 to 24 months?*

How many introductions would you expect per year? _____

STEP 2: SCORE

Categorize your clients on a scorecard.

- **AAA:** The assets, attitude and quality referrals you've determined your ideal clients possess.

- **AA:** They meet your criteria for assets and attitude — you enjoy working with them.

- **A**: They meet the assets threshold.

- **B:** They don't currently meet the asset minimum but you see potential for them in the future.

- **C:** They don't meet the asset minimum and have little potential to meet it.

Create a spreadsheet with a column for each score and sort your clients according to your criteria.

STEP 3: SERVE

With your clients categorized, you can properly identify what level of service each tier should receive. Use the Pareto Principle to ensure you're spending 80% of your time on the top 20%, because those clients are the ones who are advocates willing to help you grow your practice.

Develop specific deliverables and personalized service initiatives to ideal clients. The more similar the clients in this group are, the more you can streamline your offerings.

Brainstorm: What are deliverables and services that would appeal to your ideal clients and prompt them to refer others like them?

Remember, you must provide quality service to all clients, so it's important to stack your deck with those in the top tiers. This can help you enjoy your work more while experiencing greater ROI. Use this Scorecard to focus future efforts on obtaining new clients most similar to your best clients.

Contact your Ideal Sales Consultant for help completing this exercise and creating a service matrix you can use to define your support initiatives accordingly.

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