

### **Background & Problem**

The business was a long established firm of Independent Financial Advisers, with a solid and loyal client bank. The business had become largely re-active to existing clients, the problem being that the lack of pro-activity in creating new sales opportunities and finding new clients was having the effect of a gradual decline in sales. The owner of the business wanted to attract new high net worth clients, and knew that Solicitors and Accountants were a good source of high net worth client introductions. However he had previously tried to develop Solicitors and Accountants as introducers to his firm, and had failed.

### **Actions Taken**

A business advisor was brought in to create a sales and marketing plan specifically aimed at developing a network of Solicitor and Accountant introducers. This involved a number of steps, which included:

- Creating clear profiles of the types of clients where the IFA can demonstrate genuine expertise
- Developing a series of key messages aimed at each of the specific target introducer markets
- Producing two sets of literature, one aimed at Solicitors and the other aimed at Accountants
- Introducing a monthly electronic newsletter for Professional introducers
- Creating an ongoing model of continuous marketing and networking activities to build relationships with target Solicitors and Accountants

### **The Result**

Fifteen months after the plan was developed and implemented, the IFA has built strong relationships with a continuously growing number of Solicitor and Accountants who now introduce clients to the IFA business.

**If you want to find out more about any of the areas covered in this case study and how we can support your business – contact us today.**