

# Preferrals

**You can't get referrals if you don't ask, but asking can be damaging to client relationships; enter "Preferrals."**

## The unmasking of asking

"Preferrals" is designed to help financial professionals overcome their apprehension of asking for referrals. This research-based approach seeks to transform the outdated and potentially harming referral into a low-risk offer to help friends, colleagues and family members based on the financial professional's genuine concerns. "Preferrals" not only seeks to help financial professionals learn key principles; it also aims to help them personalize their "preferrals" for immediate application.

## Program Toolbox

### From principles to practice:

- Keynote presentation<sup>1</sup>
- Toolkit, with research results and editable scripts language<sup>2</sup>

### Based on

- Invesco Global Consulting's work with Maslansky + Partners, R.A. Prince & Associates, Inc, and Cerulli Associates<sup>3</sup>

<sup>1</sup> Ask your Invesco representative for IGC-PRF-PPT-11.

<sup>2</sup> Ask your Invesco representative for IGC-PRF-BRO-1-E-FF.

<sup>3</sup> "Preferrals" is based on Invesco Global Consulting's work with R.A. Prince & Associates, Inc., Advantage Coaching & Training, Cerulli Associates and Invesco Global Consulting 1-dials language testing with Maslansky + Partners. Invesco Distributors, Inc. is affiliated with neither R.A. Prince & Associates, Inc., Advantage Coaching & Training, Cerulli Associates, Cerulli Inc. nor Maslansky + Partners.

<sup>4</sup> Source: R.A. Prince & Associates, Inc. January 2021 study of 478 financial professionals. Used with permission.

<sup>5</sup> Source: R. A. Prince & Associates, Inc. January 2013 study of 338 financial professionals with an income between \$200k and \$500k after expenses and before taxes. Used with permission.

<sup>6</sup> Source: Advantage Coaching & Training, "'Preferrals' Coaching Study," February-November 2012. Used with permission.

## Research highlights

- 89.7% of new clients come from referrals.<sup>4</sup>
- Yet, 88.1% of financial professionals say they did not ask their clients for a referral.<sup>5</sup>
- "Preferrals" method had more than five times the number of "more likely to refer" responses by high-net-worth clients the other common approaches.<sup>6</sup>



# Invesco Total CX



Invesco Total CX — the Total Client Experience™ — is a powerful platform and partnership with the tools, coaching, and content designed to help you achieve greater possibilities — all in one place and tailored to your specific needs.

## Connect with your clients

- **Choose the right words** with resources designed to deepen trust and client scripts backed by studies on effective language.
- **Build client confidence** with resources designed to help clients adopt sound investing principles and stick with their plans.
- **Share market insights** on the latest trends and policies impacting global markets.

## Enhance your business

- **Benchmark your practice** with our first-of-its-kind<sup>1</sup> diagnostic - the Practice Innovation Index - powered by Invesco and Cerulli Associates.
- **Create a reliable new business pipeline** with research-based processes designed to help you drive referrals and cultivate new business.
- **Drive efficiency in your practice** with leading resources designed to create capacity, motivate your team, and develop a succession strategy.

## Optimize your portfolios

- **Strengthen your investment process** with tools and expertise designed to help you craft portfolios that sync your clients wealth plan and purpose.
- **Manage with conviction** using our proprietary frameworks, asset class views, and portfolio management tools.
- **Draw from a range of potential solutions**, including 1000+ investment strategies across asset classes and vehicles.

## Contact us

### National Wirehouse

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### Independent and Broker Dealer

1 800 421 0807

### Registered Investment Advisor (RIA)

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### Retirement

1 800 370 1519

### Insurance/Third Party

1 800 410 4246

### Bank and Trust

1 800 421 4023

<sup>1</sup> Source: Cerulli Associates. Used with permission. Invesco Distributors, Inc. is affiliated with neither Cerulli Associates nor Cerulli, Inc.

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