MFS[®] SMART REFERRAL PROCESS

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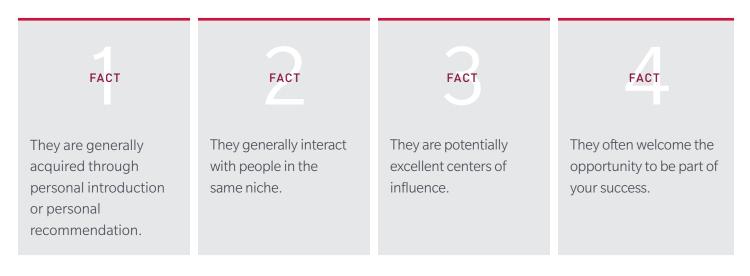
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How to get more clients like your best clients

Growing your business is paramount to long-term success, and the art of the referral is more important than ever. These simple yet effective strategies will help you leverage your best relationships to expand your business with like-minded clients.

Why is this the case? Think of which is more valuable, a referral or a personal introduction or recommendation? A review on a website is helpful, but aren't you more likely to use a product or service that is endorsed by a family member or friend? The same holds true for financial advice.

Here are four essential facts to keep in mind about high-net-worth clients:





To learn more about the MFS Smart Marketing Program or other business-building resources, call your MFS sales team at 1-800-343-2829 or visit mfs.com.

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Sure.

Where to begin? Just ask

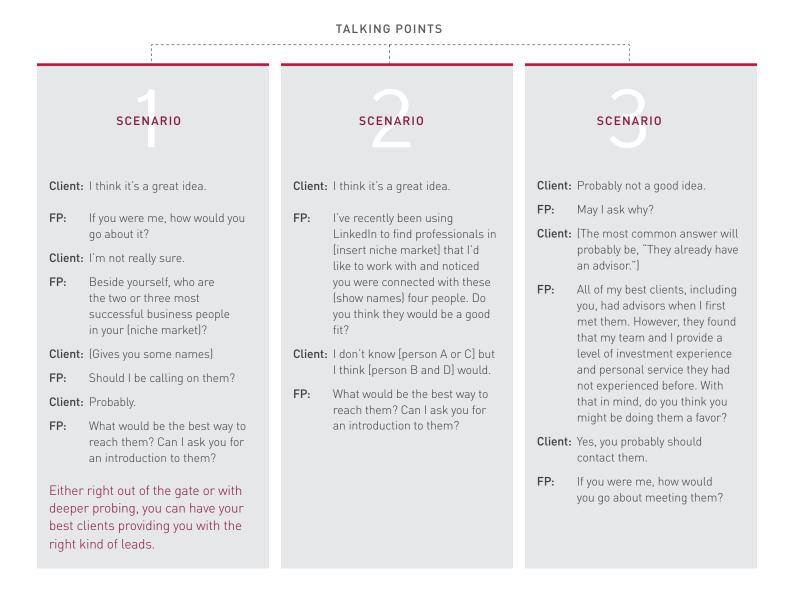
When you focus your niche marketing plan around your best clients, your success will depend on the wording of your questions and statements. For example, follow the sequence of these questions:

Financial professional (FP):	You are one of my best clients. Would you have a few minutes to offer me some help or advice?	
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Client:

Financial professional (FP):

I would like to expand my practice with more (insert niche market) just like you. Do you think that is a good idea?



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What's next? Targeting a specific center of influence

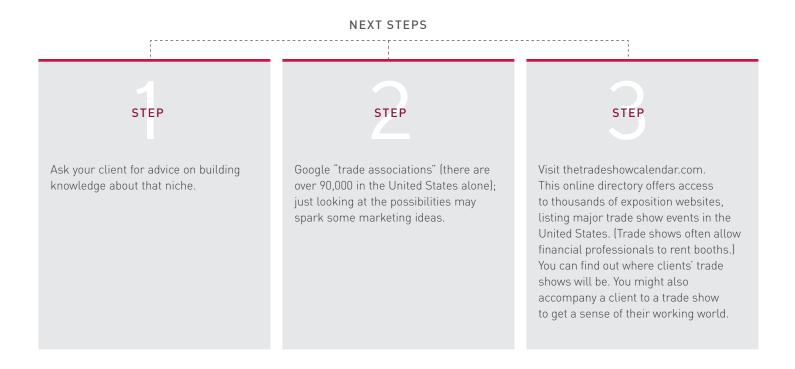
Another technique would be to find out if your client could be a significant center of influence.

Questions you may want to ask yourself

- What business or trade organization(s) does my client belong to?
- Is it a niche market that I would enjoy working in?
- Are there trade publications that I should subscribe to that could help me understand my client's world better?
- How many niche markets can I focus on and still be effective?

Where do you go from here? Next steps

Niche markets will allow you to grow your business while keeping it focused. You need to build as much knowledge as you can about the niche you choose. Get started with these three steps.



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