

Title: The Art of New Client Attraction

Our industry has historically struggled with what we metaphorically consider to be the tension between a dock and a boat. The dock represents the old school sales model of client acquisition. What's the dock? The dock is beckoning advisors to go sell something, close some business, build your book. The boat, on the other hand, beckons advisors to be professionals, to be confidants for their clients. This boat's been trying to leave the dock for years.

Do you really acquire new clients? Unless your business model includes buying other advisory practices, the answer is no. You either attract people to work with you or you do not.

We believe there is a fine art to client attraction. It takes a certain mindset and a degree of artistry in at least four dimensions of conversation. First, make first encounters count. Can you set the stage for a natural follow-up conversation? Second, generate more meetings. How skillful are you with follow-up? Third, run better first meetings. Can you avoid the "mushy pipeline syndrome"? A devastating disease. And fourth, capture referrable moments. Can you get referrals without having to ask for them?

Reflect on your conversations. Are your feet squarely in the boat, leaving the dock behind?

The Advisor Institute is committed to helping you deepen client connectivity and grow your business without ever being perceived as a salesperson.

- End of Recording -

DISCLOSURE

The views expressed in these posts are those of the authors and are current only through the date stated. These views are subject to change at any time based upon market or other conditions, and Eaton Vance disclaims any responsibility to update such views. These views may not be relied upon as investment advice and, because investment decisions for Eaton Vance are based on many factors, may not be relied upon as an indication of trading intent on behalf of any Eaton Vance fund. The discussion herein is general in nature and is provided for informational purposes only. There is no guarantee as to its accuracy or completeness. Past performance is no guarantee of future results.

RO 4081496 Exp. 12/31/2025