

3 STEPS TO USING YOUR CLIENT'S BEHAVIOURAL MOTIVATION TO DELIVER TACTICAL ADVICE

1 IDENTIFY YOUR CLIENT - ARE THEY...

PROMOTION MOTIVATED



- Focused on **gains, rewards** and **benefits**
- Tend to dislike missing out
- More **open-minded**
- Make decisions based on **what could go right**

PREFER THE BIG PICTURE AND THINK ABOUT THINGS HOLISTICALLY

PREVENTION MOTIVATED



- Focused on **avoiding losses** and **protecting** the status quo
- **Conservative** bias, do not make choices to the detriment of safety
- **Hesitant** to make mistakes
- Think about **what could go wrong**

CONSIDER EVERY PRODUCT AND ALL THE DETAILS, STEP BY STEP

VS

2 MIRROR THEIR BODY LANGUAGE



3 SPEAK THEIR LANGUAGE

Frame advice in terms of **GAINS**

Taking a chance

EMPHASIS ON CHANGE

Talk about **WHY**

CONCENTRATE ON FEELINGS

Highlight **succeeding**

Frame advice in terms of **LOSS**

Being cautious

EMPHASIS ON STABILITY

Talk about **HOW**

CONCENTRATE ON REASONS

Highlight **not failing**

ADVISING YOUR CLIENT TO **INCREASE** THEIR RISK TO THE APPROPRIATE LEVEL?

“The **benefits** of taking more risk in your investment portfolio are...”

“The **costs** of not taking enough risk in your investment portfolio are...”

ADVISING YOUR CLIENT TO **DECREASE** THEIR RISK TO THE APPROPRIATE LEVEL?

“Take less risk in your investments and make sure **you benefit** from **all** that retirement **has to offer**”

“Take less risk in your investments, in order to **protect** your nest egg and be **secure** in your retirement”