The Dry-Run Prep Meeting™
Before *every* Client Progress Meeting

Hosted by Mark McKenna Little
The Dry-Run Prep Meeting™ is on your Administrative Manager’s 60-day Checklist to put on the calendar prior to every Client Progress Meeting.
Objectives of
The Dry-Run Prep Meeting™

✓ Create a deadline well-prior to Client Progress Meeting (calm environment)

✓ All meeting-prep finalized a week before Client Progress Meeting

✓ Allows Trusted Advisor a week to ponder the biggest issues for this client

✓ Allows 50 days of meeting preparation
The Big Idea

If an advisor is not getting many client referrals the first thing I focus upon is The Dry-Run Prep Meeting™.

If The Dry-Run Prep Meeting™ is extraordinary, clients experience the value.

Ten being superb, on a scale of 1 – 10, how effective are your Dry-Run Prep Meetings™? Under an “8” Referrals will suffer.

1 | Does every Subject Matter Expert show up with ideas?
2 | Is every Subject Matter Expert adding value
3 | Is their preparation and previous collaboration with the others obvious during The Dry-Run Prep Meeting™?
4 | If clients were to receive a recording of this meeting would they be impressed?
The Dry-Run Prep Meeting™ is the best window you have into the ability & willingness of your Deliverables Team

If you pay attention, The Dry-Run Prep Meeting™ tells you 80% of everything you need to know about why clients are or are not introducing you to others.

This is always a people issue

One of the following

✓ Administrative Manager (setting clear expectations)
✓ Subject Matter Experts (deciding this is worth their best efforts)
✓ Trusted Advisor (Financial Leadership™)
  ✓ Trust
  ✓ Autonomy
  ✓ Responsibility
  ✓ High standards without rigid procedures
Does every Subject Matter Expert show up with ideas?

✓ Has your Subject Matter Expert been oriented?

✓ Have high standards been discussed?

✓ Ask “What would make it worth your best effort?”

✓ Every Subject Matter Expert should often dazzle us at The Dry-Run Prep Meeting™

✓ Prepare well for The Dry-Run Prep Meeting™
  ✓ Do all your fact-finding in advance
    ✓ Email questions
    ✓ Pick up the phone
    ✓ Utilize The Weekly Session™
    ✓ Talk to the other Subject Matter Experts

✓ Provide all your Action Items & Recommendations prior to The Dry-Run Prep Meeting™ deadline, so others on the team may be inspired.
Is every Subject Matter Expert adding value?

✓ Does every Subject Matter Expert know you expect them to come prepared to add-value at every Dry-Run Prep Meeting™?

✓ Sometimes their value comes in the form of
  ✓ Playing Client Advocate
  ✓ Challenging assumptions
  ✓ Offering alternative scenarios
  ✓ Brainstorming

✓ Are you meeting with every Subject Matter Expert at least once every four months to
  ✓ Assess how your business relationship is going?
  ✓ Discuss any “issues” your Administrative Manager has prepared you with?
  ✓ Discover what it will take to get their best work?
  ✓ Do 360° assessment & Key Performance Measures
  ✓ Use this regular conversation to confirm that this person is the right fit and temperament for your team
Is their preparation and previous collaboration with the others obvious during The Dry-Run Prep Meeting™?

✓ Does this Subject Matter Expert have at least 2 administrative support people?
✓ Preparation and fact-finding has occurred prior to The Dry-Run Prep Meeting™
✓ Is this Subject Matter Expert...
  ✓ Pulling you through their process?
  ✓ Serving your Administrative Manager?
  ✓ Always on-time with deadlines
    (Utilizes The Exception Report™)
  ✓ Providing evidence for everything they have been assigned?
  ✓ Really up to the task? (willing and able?)
If clients were to receive a recording of this meeting would they be impressed?

✓ If clients were to see a video of their Dry-Run Prep Meeting™ would they see....
  ✓ Everyone showed up on time **fully** prepared with the essential elements of their financial affairs firmly in-grasp.
  ✓ It was obvious that these Subject Matter Experts have been **collaborating** with each other over the past 50 days.
  ✓ Each attendee made **insightful** and relevant comments
  ✓ Status for every goal was clearly established to be on-track or off-track (with time **invested** to discuss all action items required to get back on-track)
  ✓ Human blemishes were **apparent**, the “human side” of these people was evident, simply confirming this is a group comfortable with each other, collegial and genuine.
  ✓ The recommendations offered were **well-prepared**
  ✓ Everyone was obviously there to find the best, and highest **priority**, action items required to accomplish this client’s objectives
  ✓ **Peer-review** was evident; every recommendation was vigorously, but collegially, challenged and debated.
  ✓ **Every** relevant Course-correction required was identified and addressed
  ✓ **Financial Leadership™** was apparent on the part of **everyone** present (especially their Most Trusted Advisor)
Make sure you have The Dry-Run Prep Meeting™ for every Client Progress Meeting to be held 30+ days from today

Resolve to improve The Dry-Run Prep Meeting™
Record them, debrief & assess them with your team for the next 60 days