



Broker Consultants Club – **HAPPY NEW YEAR**

The New Business Year

This may sound quirky – but It has always worked for me. I have always seen the 1st of September as the beginning of the business year in our Industry. So Happy New Year to you!

Why think like this? Well many moons ago when I went knocking on IFA doors, I realised that in January at the start of the calendar year, and typically when the new target was set, everyone who needed to be selling was on the phone talking to IFAs trying to get appointments – and guess what with so much competition it was tough.

So I reset my year to start in September. This turned out to be great for me. At this time of year so many people are coming back from holiday, and they actually welcome a bit of focus, enthusiasm, and drive, from a supportive consultant to get things up and going again. In turn I would have come back from my holiday refreshed and ready to go again for another hard 10 months ahead. (I know I said 10 months because don't forget there are only ten months in a business year too!)

Break the Trend – Adopt today as your New Year's Day.

- ❑ **It works!** You are refreshed and ready to go. The sun is shining and you are feeling good.
- ❑ **It breaks your target!** So many times I have seen colleagues slow down in the final stages of a year. Typically this is because it has been a great year, or a bad year, it seems to work both ways. Starting yourself now on the 1st September will focus your efforts and increase your drive to the calendar year end.
- ❑ **It carries Christmas!** This is a wonderful result. I used to get very frustrated with the way Christmas would interfere with my business flow. (Miserable I know). Christmas takes two weeks out of the business year. I always think that if you get any business in over Christmas; take it as your Christmas bonus. If you get your plans in place now you can get IFA activities going so they carry the Christmas period. More on this another time.
- ❑ **You move ahead of the Game!** Fancy having a four month head start on your colleagues and competitors. Yes I know that our colleagues in sales are also our competitors. This method gives you a four month head start on the business year. Your planning now will impact your January sales. Start in January and you will not impact your figures until March or April!
- ❑ **Your Customers are planning too!** Any good business is writing its business plan for the next calendar year in the next few months – ahead of the game. Write your business plans now and you will be ahead of their game too. See



how you can influence their plans as a result. If you know where the market is in the next twelve months and you can show your IFAs the way – they will follow! (Trust me).

So Happy New Year to you.

For me this is our New Year's project, to support the Broker Consultant in the Field, because you support us so much. We want to see you being successful – selling more retirement products; changing more IFA's to a world where they consider a wider range of options for their clients.

Together we support them.