

Revitalizing Sales Strategy: Building Organic Business Development for Growth

A well-established RIA, managing \$2 billion in AUM, experienced a revenue growth plateau. After completing a pipeline analysis of the current and prior year, it became apparent that they were experiencing early-stage deal attrition. With a substantial team of over 20 advisors, they needed a comprehensive overhaul of their approach to business development.

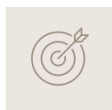


The Challenge

This RIA historically relied heavily on their brand and established advisors to drive growth which were dwindling due to industry shifts and fierce competition. They needed to rejuvenate their sales strategy, marketing collateral, and COI approach to navigate this shift and foster business growth.

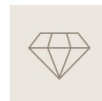
They were frustrated with:

1. Losing their ideal clients in the prospecting stage
2. The lack of sales content to help tell their story and drive prospects through the funnel.
3. Dwindling referrals from strategic partners due to a competitive market



IDEAL CLIENTS

Onboarding clients that are aligned financially and culturally



CURATED MARKETING

Defined sales and service strategy with the right marketing material to tell your story



EFFECTIVE NETWORK

A defined Influencer network and spending time with the right people



INCREASED REVENUE

An organized sales and service process could lead to revenue attribution and referrals

The Solution

Through thoughtful consulting, they effectively defined their value proposition, unified the messaging, and embraced a comprehensive, strategic business development plan. The firm is now equipped with the resources and strategy it needs to grow and succeed.

The focus of this project was to reignite their organic sales strategy. Through collaborative meetings, we were able to drill down and find the top priorities they needed to execute on to close more deals during the sales cycle.

They wanted to focus on:

1. Creating defined client personas and a messaging strategy that would tell their story in a compelling and cohesive way and serve as a training document for all advisors working towards building their business development strategy.
2. Design 2 sales collateral pieces that would help funnel prospective clients through the sales cycle faster. The primary focus was on the value proposition deck and the proposal document.
3. Refocus their business development strategy with key strategic partners that work with their ideal clients.



SOLUTION

A customized client segmentation buildout which created a more targeted Ideal client profile and effective business development.



SOLUTION

A powerful value proposition deck and proposal process that helped educate prospects on their value and differentiators leading to a quicker sales cycle.



SOLUTION

Re-educating strategic partners on the firm and how they can create significant value to their clients and refer new business.

The Result

They have solidified the value proposition, refined their messaging, and developed a comprehensive business development strategy. Leveraging our expertise in financial services, the firm has continued its organic growth in net-new AUM, successfully onboarded clients that fit their target profile, and conveyed the value of its wealth management service to strategic partners.

IMMEDIATE REVENUE

\$54,000
in annualized revenue won
in the first 90 days

STRATEGIC PARTNERS

\$150,000
in opportunities captured
through referrals and 2
co-sponsored events

Do it right and
have an immediate
impact on revenue.



67%
MORE EFFECTIVE
AT CLOSING DEALS

32%
INCREASE IN
YOY GROWTH

58%
RETAIN CLIENTS
MORE EFFECTIVELY

75%
INCREASE IN
DEAL VALUE