



THE **MASELLI**
GROUP



AN INDU\$TRY RE-BORN
The New Financial Services Profession & Your Role In It

Advisor Self-Analysis

By Frank Maselli

To say that the Financial Services Industry has been changing recently is a comical understatement. In my opinion, the old ways of doing business are dead and the new industry is upon us. This new model is exciting and can be tremendous fun, but to succeed in the future, you will need to master a specific set of 10 Critical Skills.

Most financial professionals possess some of these skills in their “natural” form. Interpersonal communication is a good example. In this area, most of us are innately gifted. But going forward, this natural talent will only get you so far. In the new industry, the top performers will enhance those instinctive, intuitive skills with professional level training and a deeper understanding.

The self-analysis on the following pages is designed to give you a quick snapshot of your current practice in the light of the new financial services industry model. Your scores on the 10 Critical Skills will reveal those areas in which you may need more training and possibly a new awareness.

In taking this test, remember the results are just for you...so be brutally honest. There is no reason or benefit to skew reality. If you are part of a team, it will be very useful for each member to complete the questionnaire on their own and compare answers. This could reveal potential disconnects in perception or communication among teammates.

After you take the test, the next step is your choice. One option is to fax your answer sheet to me at 919-329-2795 and schedule a free, private consultation. I don't do individual coaching, but my training programs are all designed to enhance these 10 Critical Skills...so I may be able to guide you in certain areas. You can also use these results as the basis for a discussion with your own coach or your manager.

However you reflect on these questions, I urge you to think about the future in a positive new way. The changes we are still undergoing are exciting and will result in a stronger, simpler and more enjoyable business. Helping clients reach their critical life goals is a wondrous profession and armed with these skills...I expect you will find tremendous success and fulfillment.

Frank



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Start with Conviction

I have a core set of beliefs about my business that do not vary and cannot be shaken by market volatility.

False	Mostly False	Sometimes True	Mostly True	Always True
1	2	3	4	5

I incorporate these convictions into my daily activities.

1	2	3	4	5
---	---	---	---	---

I regularly share these convictions with my team and my clients.

1	2	3	4	5
---	---	---	---	---

Score

Work with Passion

I am genuinely excited about what I am doing as a professional.

1	2	3	4	5
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I feel confident, in control and enthusiastic about the overall direction of my business.

1	2	3	4	5
---	---	---	---	---

I recognize my deepest personal strengths and am working from those strengths every day.

1	2	3	4	5
---	---	---	---	---

Score

Invest in Yourself

I invest 5-10% of my gross income into my business every year.

1	2	3	4	5
---	---	---	---	---

I attend and participate in advanced skill training to enhance my personal strengths.

1	2	3	4	5
---	---	---	---	---

I know where my marketing dollars are going and what the return on that investment is.

1	2	3	4	5
---	---	---	---	---

Score

Be Disciplined

I have a written business plan that clearly defines my various goals and activities for the year.

1	2	3	4	5
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Despite market activity, I have a pretty good idea of what I will be working on every day.

1	2	3	4	5
---	---	---	---	---

I am able to focus my attention and energy on the most critical and valuable tasks for my business.

1	2	3	4	5
---	---	---	---	---

Score

Thrive on Chaos

I am intellectually and emotionally comfortable with rapid change and economic volatility.

1	2	3	4	5
---	---	---	---	---

When faced with external uncertainty and confusion, I can remain calm and act decisively for my clients.

1	2	3	4	5
---	---	---	---	---

I take advantage of difficult times to grow my business and reach out to new clients.

1	2	3	4	5
---	---	---	---	---

Score



Learn to Communicate

	False	Mostly False	Sometimes True	Mostly True	Always True
I can simplify complex concepts into easy-to-understand, actionable language for my clients.	1	2	3	4	5

I practice "active listening" and am able to identify the intellectual and emotional content in a conversation.	1	2	3	4	5
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I am comfortable, professional and effective when speaking to groups.	1	2	3	4	5
				Score	<input type="text"/>

Learn to Target Market

I currently specialize in a certain type of client segment or a particular investment discipline.	1	2	3	4	5
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I have already identified a target market niche opportunity that I am penetrating for business.	1	2	3	4	5
---	---	---	---	---	---

I can identify key local industries, companies and professionals that I would like to target.	1	2	3	4	5
				Score	<input type="text"/>

Master Referrals

I am currently getting a steady stream of high-quality referrals from my top clients.	1	2	3	4	5
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I know specifically which clients and centers of influence (COIs) I would like referrals from.	1	2	3	4	5
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I have developed an effective, professional approach for asking for referrals from top clients and COIs.	1	2	3	4	5
				Score	<input type="text"/>

Build Your Team

I am currently part of a strong, growing team.	1	2	3	4	5
--	---	---	---	---	---

My team functions effectively with each member working mainly in their strongest abilities.	1	2	3	4	5
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I am not presently part of a team but I see major value in developing or joining one.	1	2	3	4	5
				Score	<input type="text"/>

Build Your Brand

I have a strong individual brand identity that is clearly defined and easy to understand.	1	2	3	4	5
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I have branded my business on my core strengths and most consistent actions/behaviors.	1	2	3	4	5
--	---	---	---	---	---

The majority of my top clients know who I am and specifically what I do for them.	1	2	3	4	5
				Score	<input type="text"/>

Total Score

/150