

An Advisor Letter to a Wholesaler



Dear Wholesaler!

Okay...so you want to meet me. You've been asking for an appointment to **"Sit down and learn about my business."** That sounds great, but let's cut the bullshit. We both know what's going to happen here.

You're going to ask me a few basic questions and then explode into some product pitch about your annuity, mutual fund, ETF, money manager, insurance strategy, alternative investment, REIT, MLP or some other program you have that will be the magic solution to my all my clients' needs.

But here's the thing...and I say this from the bottom of my heart with love: **I don't give a rat's ass about your product!** I mean I REALLY don't care! Not about your mutual fund's 9-star track record, your annuity's indexed-living-death & resurrection benefit, your alternative's inverse hyper non-correlation. Not a single part of the story you've practiced and are absolutely dying to tell me.

I swear, I did not wake up this morning begging, *"Please dear Lord bring me more products!"* I am actually drowning in product! I've got products coming out the Yin Yang. I've got about a billion more products than I could ever learn or would ever use.

What I really need are more clients. Not a ton, just a handful of decent ones. I need some new people to talk to...some new faces and relationships to build. What I would love from you, more than anything, are a few ideas that will help me build and strengthen my business. I just don't get that kind of help from anyone these days. My manager is pretty useless and mostly focused on compliance. My own prospecting skills have atrophied from disuse, and all the old sales techniques we used before seem painfully archaic these days. They simply don't work for me anymore.

Obviously, my business is okay. My assets have grown and I'm not struggling for my next meal. But a lot of my success has been due to a raging bull market, not because I've brought in many new clients. I get the occasional referral from a few good clients, and those are great. I've been thinking about doing seminars but they seem like a lot of effort and money, and I'm just not ready to make that commitment yet.

I need some help and guidance to get started growing again in a modern way. And I'd love some ideas to get my team excited and working better together.

Do you have any skills or ideas in those areas? Do you have any viable strategies, tactics, training programs, tools, campaigns, scripts, books, podcasts — ANYTHING that can help me do the things I need most?

Or else...do you know anyone who does?

I totally understand that you get paid to wholesale your products...not help advisors grow. You probably get even less skill training in this area than I do. But you see what's

Advisor Letter to a Wholesaler

working out there and who is having success. Maybe you can put me in touch with someone who does know what to do. Maybe you can bring in a coach or a program that can jump start some new energy in my practice.

This is a two-way street, and you may be wondering why you should help me. So let me tell you what's in it for YOU! If you can truly add some value to my world beyond product...here's what will happen.

First, you can come in anytime! You won't even need to call in advance because we will all be thrilled to see you! You won't need to buy everyone lunch or take us to a ballgame. You can keep your platinum card in your wallet. We will sit down and talk honestly about your products, our team and business, and how best to position your ideas. I will invest the time to learn your story and I will use your programs wherever and whenever they are appropriate for my clients.

Second, you will occupy a special position in my world and I will stick with you and your firm even if you're not the top performer or the hottest new story. You will have earned my trust and my loyalty. We will become partners...maybe even friends.

Third, I will personally introduce you to other great advisors and tell them how much you helped me. I will tell my manager to bring you in to talk to everyone in the office. I will even talk to *your* manager and tell them what a fantastic wholesaler you are so they stop traveling with you. (I'm sure that's a fun time.)

If you ever have a meeting cancel at the last minute, you can hang out here and make calls or just relax. You will become part of our family and we will grow together. Our bond will never be broken by some new kid who wants to "*sit down and learn about my business.*" because you will have helped me **BUILD MY BUSINESS!**

So if you really want to work with me, please give this some thought. We are in this boat together — this amazing and crazy profession we both love. If we are able to team up in some meaningful way, great things can happen.

And just so you know, this is not a conversation I would have with most wholesalers. Most of the time I just blow them off. But you represent a top quality firm, and you seem like an intelligent, passionate professional. You are the kind of ally I believe I'd enjoy working with. And I think our collaboration would be fruitful for both of us.

This is a tough business, and it's likely to get much tougher going forward. Both of us could certainly survive on our own. But together, we have a chance to hit the ball out of the park, have some great fun, and help a lot of fantastic clients.

So let me know what you think and we can talk again when you're ready.

Thanks!



Frank Maselli is a former US Army Officer and a 40 year veteran of the financial services industry. He holds a PhD in Psychology and has written three best-selling books for advisors. His book, "**Seminars The Emotional Dynamic**" is in its fifth edition and is considered the industry "bible" for all forms of financial presentations. Frank has trained thousands of advisors from nearly every firm in the industry and speaks at conventions nationwide. He was voted "**Top Industry Speaker**" for seven straight years by the largest advisory firm in the nation. Learn more at maselligroup.com

