SUCCESS STORY

CLIENT

RBC Dain Rauscher

Minneapolis, MN

PROJECT FOCUS

To improve the sales performance of a group of Accredited Wealth Managers by helping them to deepen their relationships with existing clients

OVERVIEW

RBC Dain Rauscher provides brokerage services in the western US and investment banking services to government and corporate clients nationwide. Accredited Wealth Managers are advisors for the affluent segment of the companies overall book of business. These advisors are experienced, well educated, and uniquely prepared to work with these demanding clients. The Next Level was brought in to help this group in a tough market to grow their book of business by gathering new assets from existing clients.

OBJECTIVES

The main objective of the project was to create a business development process that the Accredited Wealth Managers could use to attract more assets from their current client base. The 16 Accredited Wealth Managers conducted an extensive business analysis to understand their book of clients and to assess opportunities that they were not taking advantage of. This analysis gave these Accredited Wealth Managers the ability to get in front of their existing clients and led to a strategy and methodology to meet with these clients to reposition their relationships and gather more assets. The project included four months of follow-up/execution meetings with the Accredited Wealth Managers to assist them with the meetings they scheduled with their clients, to insure accountability and measure results.

RESULTS

Results include:

- 16 Accredited Wealth Managers participated in the project and conducted a combined 279 repositioning meetings with existing clients.
- These 279 meetings uncovered $463,770,781 of new assets with existing clients.
- Each repositioning meeting uncovered an average of $1,662,260 of new assets per existing client.
- These 279 meetings secured $71,243,782 in new assets from existing clients.
- Each repositioning meeting secured $255,354 of new assets from existing clients.
- The Accredited Wealth managers in the project brought in an average of $4,452,736 of new assets over a four-month period.

THE NEXT LEVEL DIFFERENCE

Simply put: it's unwavering execution—Next Level results

The Next Level delivers performance consulting to sales organizations, client service organizations, and call centers. We focus relentlessly on boosting the key metrics that matter most to your business. Example project goals include:

- Increase sales and profitability
- Transition a service organization to a sales organization
- Improve coaching, accountability, and follow up skills of leadership team and sales and service managers
- Transfer best practices to everyone on the team
- Increase business with existing customers
- Improve employee morale and retention
- Improve productivity per salesperson
- Shorten the sales cycle
- Improve conversion rate over phone or face-to-face

Each of these initiatives is achieved through a customized program based around company, industry and cross-industry relevant best practices.

Contact us today to learn how to take your performance to The Next Level.

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