

# Actions for uncertain times

## Habits of highly effective financial professionals

Proactive communication is essential to giving clients confidence and strengthening your relationship — particularly in times of volatility and uncertainty. Your clients are looking for your expertise and your empathy. They want to feel valued by you, and want to know that you're looking out for them.

### Lessons learned from the past



**Following 9/11**, over **one-third** of financial professionals didn't call their clients in the six months following the attacks. Why? Because they didn't know what to say.<sup>1</sup>



**During the Financial Crisis of 2008**, when asked which of their financial professional's behaviors were most beneficial, respondents most frequently cited **accessibility (68%)**, underscoring the importance of keeping open lines of communication with clients and proactively contacting them during the most volatile times.<sup>2</sup>

### Communicate early and often

- Tier your outreach by client segment to focus your efforts on individual client needs.
- Let clients know you're here for them and describe the actions you're taking for them.
- Review how you'll stay engaged and how they can access you and your team.
- Adjust your communication plan by client segment; tailor to individual needs and concerns.

Outreach	AAA	AA	A
Email	■	■	■
Call directly	■	■	
Team member call		■	■
Schedule a meeting	■	■	
Host an event	■	■	■



Call



Email



Response Line



Discussion



Web Resources



Video Chat

### Being proactive is the differentiator

Reaching out regularly to your clients is essential to a healthy relationship — it's absolutely critical during times of uncertainty. Following that, understanding how they want and need to be communicated with is how you can keep your clients optimistic and your relationship thriving.

<sup>1</sup>Weylman Center for Practice Management.

<sup>2</sup>The Cerulli Edge: U.S. Retail Investor Edition, 1Q 2020, Issue #18.

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Lincoln has a wealth of tools and resources to help you take action and guide your clients through uncertain times. Contact your Lincoln representative for more information.

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