

# SMARTEST MAN IN THE ROOM...SPEAKS



*A monthly newsletter about Books, Broads and Bourbon...need I say more?*

## CONVERSATIONS EVERY BUSINESS OWNER SHOULD HAVE...#2

Last month we discussed the importance of succession planning as well as the conversations every business owner should have with their advisors, both professional and personal.

This month, we take a step back to the beginning, introducing others to your vision. In the financial services field, this has come to be known as the “elevator speech.” Having been in the industry for over 26 years I have heard my fair share.

Most people in their elevator speeches use words that are difficult to explain. For example, “We are progenitors of change,” “I have a proprietary system that allows my clients to sleep at night,” and so on.

Even my own, “I run a specialized wealth management firm established in financial team building and tax solutions;” although concise, is complex and vague. So why then do we all have one?

First a carefully constructed elevator

speech gives the prospect, investor, or colleague, pause and prompts them to ask the all important follow up questions. Questions like, “Really, do you know anything about (Insert topic here)?”

Secondly, elevator speeches help open a dialogue that we can use to get our vision across. But this only opens the door. How do we move to the next level and start that dialogue?

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**Massoglia Financial Planning, LLC.** A full service wealth management firm specializing in financial team building and legacy management. Additional background and information is available at [www.gomfpllc.com](http://www.gomfpllc.com)



For Advisors

1. Verbalize your vision. Overtime, Everytime.
2. No more industry jargon! Clients, Prospects and even some colleagues may not understand.
3. The goal is to initiate a discussion.
4. Be in the right place at the right time.
5. Provide or arrange a non-threatening environment to put people at ease.

For Clients

1. Use simple terms, breakdown the complex.
2. Share the vision with everyone on your team. Everyone.
3. Your goal is to initiate a discussion.
4. Keep the discussion alive by not discouraging ideas.
5. Be Passionate!



## YOUR FEET IN THE DOOR...NOW WHAT?

We want our introduction to be just that; an introduction to yourself, your company and what you stand for. We want to utilize it as a springboard to further conversation and relationships.

The next question becomes; just when and where is the right opportunity to dazzle someone with our brilliance? In most opinions, the best places to do this are outside the normal client/colleague interactions. For example hosting a client event with a non-business related theme, such as a spur of the moment lunch with a center of influence at their favorite restaurant, or sponsoring a charitable event for a cause in which you feel strongly.

For the last few years, Massoglia Financial Planning, LLC has hosted a table benefiting the Oakland County Education Foundation. The event coincides with the Woodward Avenue Dream Cruise. This affords an opportunity to invite clients, referrals and centers of influence into a relaxed setting that led to spontaneous discussion.

The primary goal with these relaxed environments is to remove the “business” from the interaction and proffer a feeling of comfort and trust. Letting clients/prospects and colleagues see you in a non-business environment will allow your message to be delivered with a minimum amount of pressure.

Next month: Iron Man ...and why you’re not him...Excelsior!