CASE STUDY

Sales Enablement: A Global Financial Services Company

CHALLENGE

As self-directed online trading becomes more prevalent among the younger generation, financial advisors could see an estimated 66% of their managed assets depart through wealth transfer. To stay relevant in a changing market, our client recognized the need for financial advisors to shift from a transactional sales approach to a more consultative or service-based approach. The company’s challenge was helping its financial advisors see how the new approach would strengthen their client relationships and increase the success of their practice, and they needed results in three months.
AllenComm met the challenge of transforming the way the company’s financial advisors interacted with clients on a tight deadline, by designing and developing customizable, relevant and engaging courses. These web-based courses aligned with a series of digital workbooks that inspired veteran financial advisors to take charge of their training. The courses also connected financial advisors to resources and support, facilitated the adoption of new skills, provided helpful templates and takeaways, and allowed them to craft personalized action planners tailored to their practice’s needs.

Because of the course’s inherent flexibility, we were also able to adapt this framework to include all of the company’s products. As the company wanted this training course to be optional, AllenComm also crafted activities that kept the learner’s interest and could be completed quickly at the learner’s pace.

Working together using a collaborative platform called DesignLab, AllenComm and the global financial services provider established best practices for 14,000 financial advisors. The training facilitated changes in the way financial advisors perceived their role while strengthening their relationships in a way that led to practice expansion and a significant increase in client retention. DesignLab has allowed the company to keep their course up-to-date going forward. Working with AllenComm as a strategic partner over many years improved efficiencies and reduced costs for this global financial services provider.