What Is the Gorilla CRM® System for Financial Advisors?

A Bill Good Marketing White Paper

This White Paper discusses what the Gorilla CRM System for Financial Advisors is, how it can help any FA improve and expand their business, and most importantly how it helps manage and maintain excellent customer relationships. It also covers some key points of:

→ Client Marketing
→ Contact Management
→ Prospecting
→ Generating Good Will
→ Finding Future Business Opportunities

By Bill Good, Chairman
Bill Good Marketing, Inc.
The Gorilla CRM System for Financial Advisors is a computer-based, contact management, client marketing, prospecting and office management system.

The key word here is SYSTEM. If you go look up the word “system” in a dictionary, you will find it means, “an integrated whole, all parts functioning as a single unit.” A bunch of parts does not make a system. If you have a computer program, you have a program, not a system. But you can understand a system if you understand the parts.

So we are going to look at the parts of this definition.
“Computer-based” means: We have a computer program but that’s not what we sell. You don’t go down to the Porsche® dealership and say, “I want a Porsche, but I just want to start with the engine.”

Our program, which we call Gorilla®, is the *engine of the system*. It is not sold separately any more than Porsche sells engines and doors separately. While Gorilla certainly contains contact management modules, it is designed to *drive business*, not just take notes.

Gorilla, the program, integrates Contact Management, Campaign Management, Team Management, and even Time Management.

While we have a great program, keep in mind that we sell a system, not a program.
Computer-Based Contact Management System

The subject of “Contact Management” deals with capturing, recording, and safeguarding information about individuals. We gather all this information for three main reasons:

1) **Save your business.** In the litigious world in which we live, it is essential to document each contact with a client or prospect.

2) **Generate good will.** It’s vital that you and your team be able to remember details of your clients’ lives that are so important.

3) **Generate business.** By recording the right information, you will be able to do a better job generating business now and finding and tracking future business opportunities.

Questions?
Call Jill White
888-495-7303
Computer-Based Client Marketing System

“Client Marketing” is the sum total of oral and written communications sent to your clients with the intention of keeping them as clients, generating business now, generating future business, and promoting referrals.

We believe that the first responsibility of a business owner, which would be you, is: keep what you’ve got. That would be retention.

Your second responsibility is: business now. If your business has largely been converted to fees, this is less important than retention and generating business in the future.

If transactional business is important, the tools we have developed to generate business now will be VERY important to you, especially with those clients who do not talk to you frequently.

Your third responsibility as a business owner is finding future business opportunities. Frankly, there is just no one even close to what we do in this area.

We have several different “Find the Money” Campaigns that are designed to find assets at other firms as well as assets that may be coming your client’s way from tax refunds, gifts, inheritances, property sales or even divorce settlements. We also coach you very carefully on how to ask your clients for these often hidden opportunities.

In order to get these assets under management, we must first find them, then stay in touch, and then move them. This is the correct sequence for increasing assets under management.

Finally, a major thrust in client marketing is to generate referrals. While I certainly can’t give you a whole course on this here, I will tell you we do not recommend that you ever solicit referrals. Never ask, “Who do you know in the Rotary Club blah blah blah?” We consider this highly unprofessional.

What we do instead is make a variety of promotional actions by mail, phone, and in the office, designed to create a referral consciousness so that when your clients encounter certain situations they think of you. It takes a little time to develop this, but at a certain point you will notice a decided up-tick in the number of unsolicited referrals. We call this promoting referrals to distinguish it from soliciting referrals.
Computer-Based Prospecting System

Based on past experience, if you only implement the client marketing system, you will grow your business about 50% in the next two years.

To hit a two-year double, you need to bring on **prospecting**. You need more clients and assets, especially with the likelihood that fees and commissions may continue to trend down.

Our **prospecting strategy** is based on this **undeniable truth**: People like doing business with people they know.

You will be sending your prospects a letter every month, and possibly an article, so that people can easily get to know you. Part of what you get as a subscriber to the Gorilla CRM System for Financial Advisors is access to our Letters Library®. This gives you 2,800+ letters and 120 articles to choose from. There is no need to spend hours struggling to write your letters and articles.

Once you are up and running on “the System,” you will bring up one or even several of our relationship marketing campaigns. If your relationships are insufficient to hit your new client/new asset goal, we'll coach you through one of our mass marketing campaigns.
Computer-Based Office Management System

By “Office Management System” we mean: the process of building and managing a team.

The team we help you build has this mission: enable the ADVISOR to delegate all non-sales duties.

What we do is take you step-by-step through building that team so that you have more time to deal with more and better-qualified clients and prospects. Or, you can take your more time and spend it with your family.

The first team member we help you bring up is the Computer Operator. This is a part-time person generally working 11-15 hours a week.

Next, we work with you to strengthen your service department. Most likely, you already have someone filling this position. Our objective is: use current resources to achieve adequate service support. As you progress, we work toward full-time professional service support.

As quickly as possible, we will help you build the Sales Assistant side of your business.

This person has one mission in his or her business life: make sure you always have plenty of interested, qualified clients and prospects to talk to and see.

If you delegate all the computer work, all the service and all the appointment setting, seminar set up, and other forms of prospecting, doesn’t this leave you with eight hours a day to talk to and see clients and prospects and do any necessary investment research?

Isn’t this why you came into the industry in the first place?
The System,“ as we call it, runs on messages, phone calls, and meetings and training for yourself and staff.

By “messages,” we mean both letters and emails. Advisors who rely only on email to “stay in touch” make a huge mistake. Email, while desirable because of its cost, does not, in most peoples’ minds, constitute a touch.

Our “Messaging Strategy” relies on both letters and emails. Each has a different purpose. Both should be used.

Since most advisors are not letter writers, we provide you with a searchable, online library with over 2,800+ messages and 120 articles.

To generate the new prospects you need, you will have access to our CampaignCenter. There you can download seminar, direct mail, cold calling, and other campaigns. These campaigns are completely documented down to exactly how to process the leads. It will take a few hours to learn them, not the weeks it took us to create each one.

You will also use the Letters Library to prepare your Monthly Drip Campaign. Remember, each month each client and prospect receives a letter.

That continues until:

a) You die.

b) The client or prospect dies.

c) The client or prospect becomes a jerk.

Our Letters Library is based on this simple idea: it is easier for you to re-write than it is to write. Agreed?

Finally, we live in a rapidly changing world. The Gorilla CRM System for Financial Advisors is driven by these factors: changes in technology, changes in the financial services market, and changes in what you want to do.

As we change, we need a way to keep you informed. As a System subscriber, you will be able to participate in our numerous online courses, get your staff trained online at BGM University®, and tune in to weekly BGM Internet Radio broadcasts.
Summary

So we are back where we started. The Gorilla CRM System for Financial Advisors is a computer-based, contact management, client marketing, prospecting and office management system.

It is a system—not a program.

It is designed for multi-million-dollar teams—not solo practitioners.

It is a proven way to build your business.

We hope to see you in SaltLake for training soon.
More Information

Bill Good is Chairman of Bill Good Marketing®, Inc. Based in Draper, UT, his firm produces and services designed to help financial advisors create the time and money to pursue their other goals in life. For more information, go to www.billgood.com.

For the latest information about our products and services, please contact Jill White, 888-495-7303

You can also visit us on the web at http://www.billgood.com.

And be sure to check out a few of other White Papers.
What is the Gorilla CRM for FAs?