



Improving Advisor Sales Effectiveness

A BridgePoint Case Study

THE SITUATION

Our client faced significant challenges attracting, retaining and supporting advisors across their multiple platforms. Their goal was to accelerate the expansion of their advisor base, with a particular focus on hiring women and Millennials, while improving retention of their existing advisors.

Key Facts Highlighting Our Client’s Challenge:

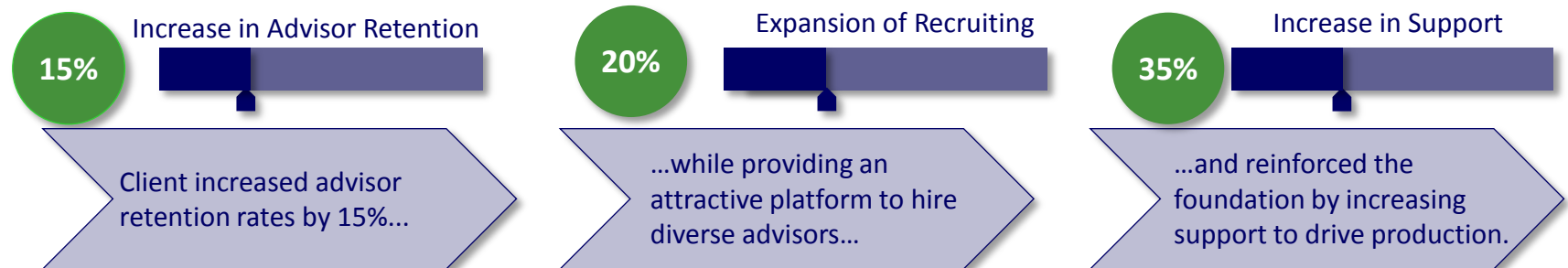
Aging advisor population	Generational gaps in service
Lacking diversity	Limited client appeal
Enhancements needed to support advisors in the field	Advisors more likely to be receptive to competitors

THE APPROACH

Leveraging market research, our client began by developing a comprehensive advisor retention strategy to prevent top advisors from defecting. Following the development of a new value proposition, they evaluated practice management programs and defined the requisite skills of field leaders. They then were able to create updated incentive programs to drive desired results.

Second, by optimizing detailed analysis, they were able to develop a new recruiting strategy – one that focused more on hiring Millennials and women to address their aging, primarily male advisor population. They established key goals for targeted segments and educated managers on the different approaches needed to recruit these candidates.

THE BUSINESS RESULT*



The client was able to attract new advisors while increasing overall retention. Sales effectiveness was improved, and advisor attrition decreased.

*Anticipated results based on projections