



2010

Business Activity Manager™  
*User Guide*

What gets measured tends to get done...and improve.



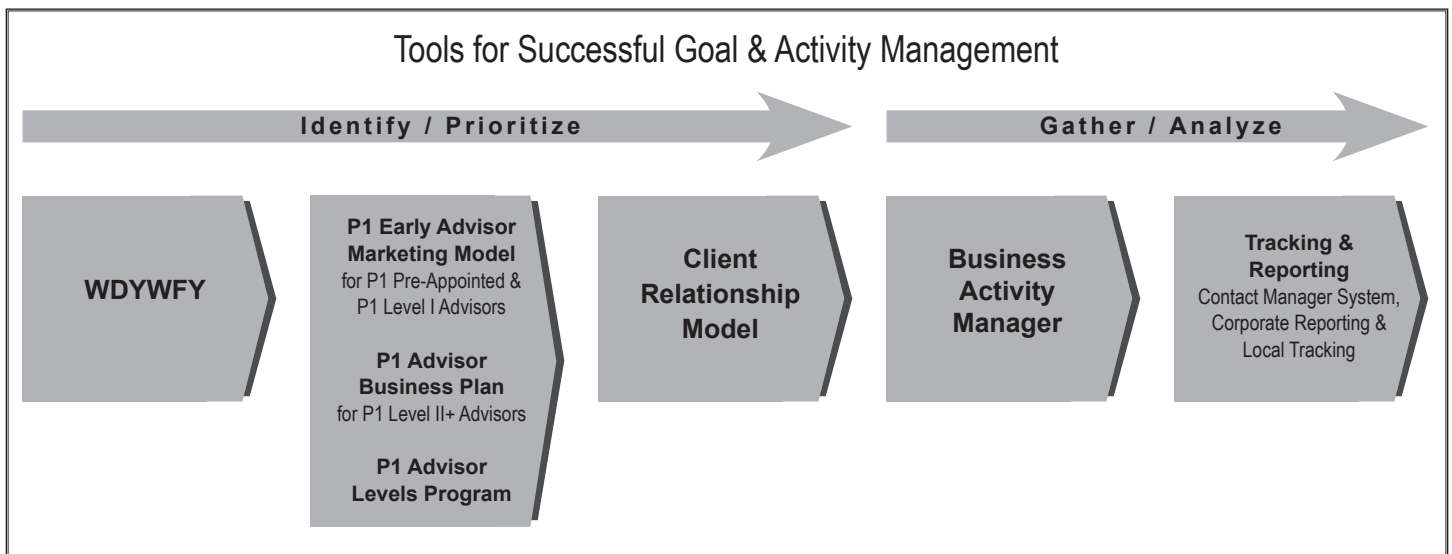
# PRACTICE BUILDING TIPS

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Sales Activity Management, Inc.

Congratulations and thank you for investing in the Ameriprise Financial BUSINESS ACTIVITY MANAGER which is now being used by over 7000 advisors across every market group. Your choice suggests that you are serious about your career and your profession. Why? Because a persons' intentions are shown through action, and this productivity planner is one of the most proactive tools that can help you to control the direction of your practice and your career. Activity management does not leave success to chance.

In order to be successful in any endeavor, one needs a strong sense of purpose, clear direction and proper action steps. You have four proven tools available to you that will assist you in these areas and will serve as your goal and activity management system. Our area of expertise, of course, is the Business Activity Manager, but here is an overview that will help you put all four in perspective:

*Dream > Plan > Track >*



Your strategies for success are very similar to the steps you use to help your clients in the financial planning process. The **WDYWFY** along with the **Early Advisor Marketing Model** for Level I advisors, or the **Advisor Business Plan** for advisors approaching and beyond Level II+ help you to identify and prioritize your objectives. These programs should be used in conjunction with the **Client Relationship Model**. The P1 Advisor Levels Program helps drive activity by providing targets you can achieve to receive support and incentives. The **Business Activity Manager** along with the **Contact Manager System, Corporate Reporting & Local Tracking** help you to gather information that will enable you to analyze and propose solutions critical to your own success, as well as continually review your progress.

We hope that by now you have either completed your first WDYWFY, or have been diligent enough to keep your existing WDYWFY updated. It is a very valuable goal achievement tool developed by Doug Lennick that has proven incredibly effective. The second step in the process is to “have a plan.” The WDYWFY helps you with this process, and the Early Advisor Marketing Model or the Advisor Business Plan, along with the Client Relationship Model, offers you the opportunity to further clarify that plan.

# **BUSINESS ACTIVITY MANAGER**

## **Self-Study Guide**

The Business Activity Manager™ is a tool that helps put you in control of your business by keeping your goals and activity in front of you at all times. It's the one central location that helps you gather information that will help you keep track of your goals, activities and your business, all at once. But it's like any other tool, it only works if you use it.

We are very passionate about activity management because we believe activity is the one thing you can control, and therefore, can help your practice to be virtually recession proof. When it comes to activity management, you need to be able to identify, manage and measure your high-payoff activities on a consistent, repetitive basis. You have the distinct benefit of already having most of your high-payoff activities pre-identified for you by your predecessors and leaders. Those activities all fall under what is called the Key Advisor Tasks, and here they are:

### **Key Advisor Tasks**

- 1) Prospect Generation
- 2) Scheduling Engagement Meetings
- 3) Engagement Meeting
- 4) Data Gathering
- 5) Plan Presentation
- 6) Client Relationship Model

The Ameriprise Financial client relationship model begins with number 3 in the Key Advisor Tasks. Through the client relationship model we are delivering on our Dream > Plan > Track® approach by building a consistent planning experience.

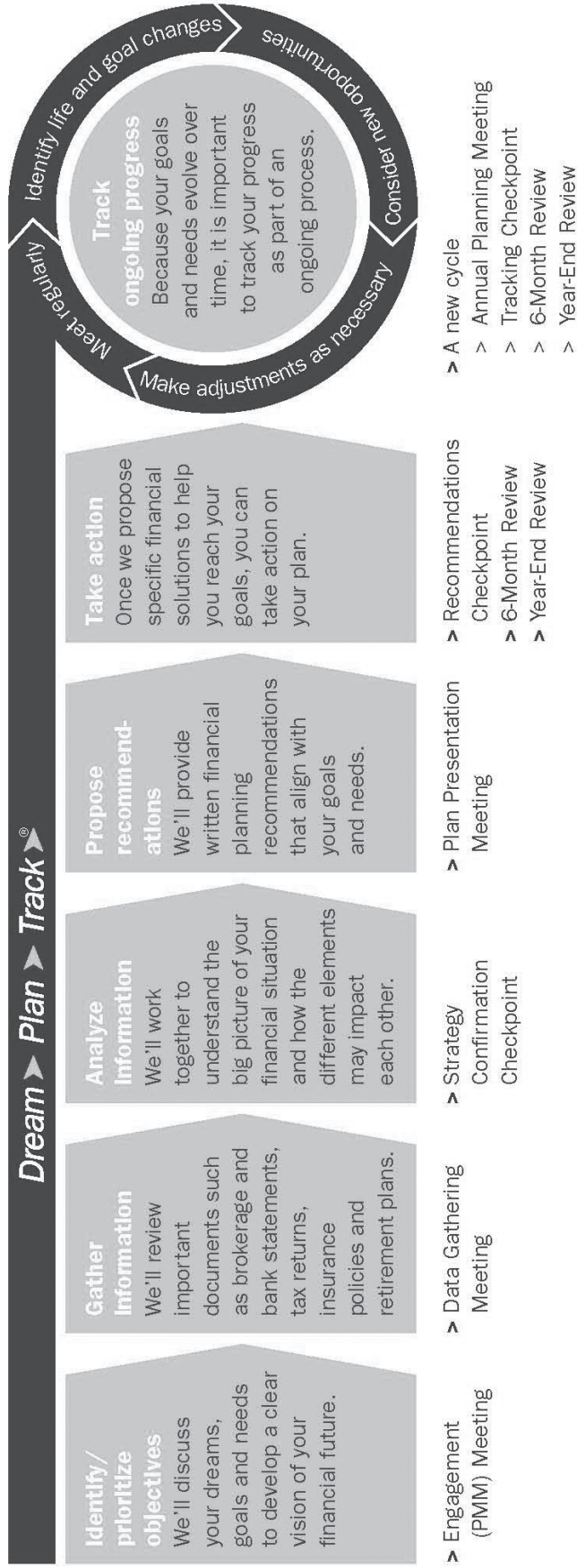
## Advisor use only



## ► Ameriprise Financial client relationship model.

### Delivering on our *Dream* > *Plan* > *Track* >® approach by building a consistent planning experience.

> Denotes a contact in the client relationship model.



**Get to What's next.®**

See other side for detailed descriptions of the meeting listed above.

## **Ameriprise Financial client relationship model.** **Delivering on our *Dream > Plan > Track >\** approach** **by building a consistent planning experience.**

### **Year 1**

#### **Engagement (PMM) Meeting — Day 1.**

The initial face-to-face meeting. Establish a long-term financial planning relationship; sign an Ameriprise<sup>SM</sup> Financial Planning Service Agreement.

#### **Data Gathering Meeting — Recommended timing: Week 2.**

Gather data for initial written recommendations. (F2F, phone or email)

#### **Strategy Confirmation Checkpoint — Recommended timing: Week 3.**

Confirm output from data gathering and analysis; present high-level overall strategy to prepare for Plan Presentation Meeting. (F2F, phone or email)

#### **Plan Presentation Meeting — Recommended timing: Week 4.**

Provide the initial written recommendations per Ameriprise Financial Planning Service. Plan presentation meeting must occur before Day 90.

#### **Recommendations Checkpoint — Recommended timing: Month 2.**

Progress check on implementation of initial written recommendations; address any questions or concerns. (F2F, phone or email)

#### **6-Month Review — Recommended timing: Month 6.**

Identify unimplemented recommendations and progress on action items. First face-to-face follow-up meeting after plan presentation.

#### **Year-End Review — Recommended timing: Month 9.**

Prepare for the second year of the planning relationship by confirming goals, validating plan and confirming fee. (F2F, phone or email)

### **Year 2 and beyond**

#### **Annual Planning Meeting — Recommended timing: Quarter 1.**

Cover fundamentals and goals for the coming year. Always takes place during the first half of the year.

#### **Tracking Checkpoint — Recommended timing: Quarter 2.**

Maintain contact, ensure understanding of progress to goal and address life changes; review relevant financial topics.

#### **6-Month Review — Recommended timing: Quarter 3.**

Review progress toward meeting goals and objectives. Address key topics occurring in the second half of the year such as tax strategies and employee benefit decisions.

#### **Year-End Review — Recommended timing: Quarter 4.**

Prepare for the next year by confirming which goals to focus on, reviewing questions/concerns for the year ahead and confirming financial planning fee for the next year. Final checkpoint of the year. (F2F, phone or email)



As you move through the year and through your career, it is your challenge to manage these tasks and all the related activities with the help of the Business Activity Manager. You are also responsible for tracking your activities and results in an effort to help you measure your effectiveness. The primary ways the Business Activity Manager can assist you to do so is in these three action areas:

## **SCHEDULING • TRACKING • MANAGING**

The following pages will help you start implementing the best ways to utilize your Business Activity Manager™ and help you successfully accomplish your key advisor tasks.

Remember, this User's Manual is meant to be an introduction and overview only. The real learning begins when you start using it and learning the techniques used by your fellow advisors and leaders.

### **SCHEDULING**

There are four sections of the 2010 book dedicated to scheduling: 1) Week-at-a-glance calendar pages, 2) Month-at-a-glance pages, 3) 2011 Planning Calendar, 4) 2011 Month-at-a-glance pages.

1. In order to run a successful practice, you will need to have a set schedule that is appropriate to your Advisor Level. This schedule, known as the Model Week, breaks down your schedule by day and hour. While there is no doubt that you need to “seize the day”, you must do so with the “week” in mind, and “seize the week” with as much enthusiasm. A Model Week will be provided for you based on your Advisor Level. The Level 1 Advisor Model Week is fairly structured, but within the structured time there is flexibility. As you move up in Level, your week will include more unstructured time. Work with your Leader to plan for and utilize this time wisely.
2. Using your week-at-a-glance calendar pages, block out time as seen on your model week. For the larger blocks of time you can include a more detailed breakdown. Also include administrative time, self-development time and personal time within the week. While keeping in mind your Key Advisor Tasks, identify them appropriately on your calendar pages and transfer those activities that you deem necessary to the monthly calendar pages.
3. Due to the sheer volume of contacts you'll be making and information you'll be documenting, you must use this planner in conjunction with the Contact Manager System. The book was not designed to be used as a diary, that is, a journal with a lot of room for copious notes. There is just enough room to document high-payoff activities, i.e. lead generation activity, client acquisition activities and client relationship activities. Someone once said, “When you write it, you own it,” and studies have proven that there is still a better connection between the mind and the pencil, than it is with the keyboard. We hope you have sufficient access to both.

## Sample Model Week

Level 1 Appointed Advisor Central Time Zone							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
8:00							8:00
8:15							8:15
8:30			Phone clinic	Appointments or marketing activity			8:30
9:00	Monday morning kickoff		Phone clinic			Phone clinic	9:00
9:30	Monday morning kickoff		Phone clinic			Phone clinic	9:30
10:00	Fin adv training (day varies depending on site)					Phone clinic	10:00
10:30						Phone clinic	10:30
11:00	Advisor Training					Phone clinic	11:00
11:30	Advisor Training	Marketing Activity		Marketing Activity	Marketing Activity	Phone clinic	11:30
12:00	Advisor Training	Marketing Activity		Marketing Activity	Marketing Activity		12:00
12:30	Advisor Training	Marketing Activity		Marketing Activity	Marketing Activity		12:30
1:00		Marketing Activity	Marketing Activity	Marketing Activity	Marketing Activity		1:00
1:30							1:30
2:00	Advisor Training (vILT)	Advisor Training (vILT)					2:00
2:30	Advisor Training (vILT)	Advisor Training (vILT)	Advisor Training	Advisor Training	Phone clinic		2:30
3:00			Advisor Training	Advisor Training	Phone clinic		3:00
3:30			Appointments or marketing activity	Appointments or marketing activity	Phone clinic		3:30
4:00							4:00
4:30					Leadership suite update		4:30
5:00	Phone clinic	Appointments or marketing activity					5:00
5:30	Phone clinic						5:30
6:00	Phone clinic						6:00
6:30	Phone clinic						6:30
7:00	Phone clinic						7:00
7:30	Phone clinic						7:30

## Additional required tasks (you schedule):

Weekly	Time
Compliance tasks	30 min
Manager to Advisor 1:1	30 min
Phone Clinic	3 hrs

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RESULTS THIS WEEK			
<i>Appointments Seen</i>	<i>Appointments Sold</i>	<i>GDC Submitted</i>	<i># of Referrals</i>

## MANAGING

The third function and benefit of using the Business Activity Manager, is to use it to manage your business. The week-at-a-glance pages help you focus on goals and the high-payoff activities necessary to achieve them, and will assist you in using your time both efficiently and effectively. Make sure the activity data that you report passes the ART Test: Is it Accurate, Reliable and Timely? Pay particular attention to the right side which gives you a snapshot of your business, especially the summary of results and the box in the lower right for you to post up to twelve (12) appointments set this week.

## ACTIVITY MANAGEMENT 1:1

The purpose of the weekly 45 minute Activity Management 1:1 is very simple. The purpose is to help you, as an advisor, achieve your WDYWFY by working with your leader to:

### ***“Control direction & Throw off discouragement”***

During your weekly Activity Management 1:1 you should be using the new system and forms that were implemented in 2007.

### **The Activity Management 1:1 has Four Major Components:**

1. **Week in Review:** An opportunity to review what’s going well in your practice, to identify areas of opportunity, and to review the prior week’s important to-dos, also known as the Will Do's and Key Tasks.

There is a place to record your Key Tasks for the every day in the Week-at-a-glance section of the calendar. Record 2 to 3 tasks every day that support the overall achievement of your goals, support your Will Do, all while working towards the removal of your bottlenecks.

2. **Activity Review:** A review of the critical numbers that determine whether you are on track to achieve your weekly activity goals and your WDYWFY
  - A. **Pace Results:** GDC, Plan, Clients Acquired
  - B. **Weekly Prospect Generation:** Corporate Leads, Referrals, Natural Market, and Marketing Events, Other
  - C. **Key Activities:** Talk To's, Engagements Set, Engagements Seen
  - D. **Results:** New Clients with a Plan, GDC
  - E. **Skill Ratios:** Talk To/Engagement Set, Engagement Set/Engagement Seen, Engagement Seen/New Client with a Plan
  - F. **Conversion Rates:** Corporate Leads, Referrals, Natural Market, and Marketing Events, Other
3. **Referral Review:** Referral Review: The most efficient source of leads is Relationship Marketing, especially Referrals. The Referral Review is a process designed to help you acquire more referrals on a weekly basis. The 10 Key Steps to a Referral Based Practice is included in the back of your calendar. Work with your leader on how to complete this form to be reviewed in your weekly 1:1.
4. **Focus for New Week:** Identification of the most critical bottleneck on your ability to achieve your goals and your to-dos (Will Do and Key Tasks).



# P R O M I S E

## Seven Top Reasons to be in the Financial Services Industry

### Population

The U.S. population is living longer and growing at the rate of 2.5 million per year.

### Retention

The industry values retention and provides supportive tools and systems.

### Opportunity

The opportunity to accumulate wealth and help others is abundant.

### Mentoring

Our industry is built on mentoring and helping each other succeed.

### Insurance

The “I” word is back in vogue and more important than ever.

### Stability

Financial services products are needed during all economic times.

### Entrepreneurship

The entrepreneurial spirit to be successful is alive and well.