
Know Your Client, Know Their Behavior - by Hugh Massie, November 2005

When you think about it, from the moment a prospect makes contact with you there are behavioral dynamics. However, the reality is many advisors know very little about the behavior of their clients, and consequently make too many assumptions about them.

Ultimately, the ability to objectively understand how your clients are uniquely “wired” and then building a healthy relationship with them contributes to 80% of success. Therefore, I am encouraging you to adopt an “*Understanding People before Numbers*” approach.

I have learned the perceptions money creates trigger powerful energies that drive both positive and negative behavior. Therefore, it is a mistake to delve into the money issues too soon in the discovery process as it generates confusion or stress, stopping you getting to truly know who your client is. My suggestion is to change your focus by firstly utilizing a non-money focused discovery process.

A key aspect to understanding client behavior is to firstly discover their natural hard-wired behavior which has been programmed from very early in life and shapes how they process experiences. Often revealed when there is pressure, this behavior is very stable and can be reliably predicted throughout a person’s life. Of course, pressure can be caused by money and relationships.

Ultimately by truly knowing the behavior of your client, you have the correct starting point for guiding them to build a quality life through effective communication and making committed decisions by balancing their emotions and rationality.

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