Is Your Time Revenue Focused?

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As a financial representative, it's easy to lose your day. You have e-mails needing reply, voicemails asking for a call back, budgets needing updating, and a staff needing your guidance. Representatives often ask me what they can do to grow their firms. I often challenge representatives with this question-is what you're doing throughout your day revenue focused?

Your actions as a financial representative should solely be set on finding new clients, meeting with clients, and guiding clients with their financial needs. The details like sending out paperwork, maintaining files, and managing your calendar are not designed to build your practice. Finding tools and systems that take care of these tasks are optimal for an advisor to propel his firm forward.

SII Investments offers tools and mentoring programs to help financial representatives locate and manage tasks that take a representative away from the revenue building side of his or her business. If you haven't taken advantage of our Paragon program, I encourage you to learn more. Representatives involved with our programs have experienced a 50 percent increase in growth.

Beyond our internal program offerings, there are tips and tricks that advisors can utilize to maximize their day. Here are 6 tips to make you more productive and able to focus on revenue-generating activities.

1. **Take time to plan for the "Ideal Scenario:** I know what you're thinking-I don't have time! However, I encourage you to start your day with a vision. What is your ideal work day? What would you accomplish? What is your ideal meeting outcome? What do you need to do to make this outcome happen? By taking the time to develop an ideal scenario, you are focusing intellect and efforts into productive activities. Once your vision is established, it's easier to establish a to-do list to achieve your daily goals.

2. **Don't start your day by checking your e-mail:** Start your day by establishing a to-do list instead. Finish one task on your to-do list, and then jump into your e-mails. Also, have specific times throughout the day when you check your e-mail rather than viewing e-mails as soon as they come in.

3. **Shut down technology:** It's easy to be interrupted by an e-mail chime or social media post. If you need to focus in on a project, turn off distractions to give yourself optimal focus.

4. **Schedule interruption time:** This may sound silly at first, but think of it as office hours. Scheduled interruption time helps your staff prioritize their time with you. This let's your staff know when you're available to answer quick questions and touch base on operational needs.

5. **Do the tough tasks first:** Everyone has a work task they dislike. Maybe it's connecting with a difficult client or studying for an additional license. Tackle these tasks first to free your mind from the stress of facing it.

6. **Break the Do-It-Yourself habit:** Delegation is a beautiful way to develop others and free your time for more pressing matters. Sharing the operational responsibility of the firm can build teamwork and ownership from your team. Have oversight on items that affect your organization and delegate the tasks.

Remember, you're in the driver's seat for the success of your practice. Take a moment to think about how your actions are bringing in new revenues. If you need additional assistance, I encourage you to connect with me. Stay driven and best success to you and your practice.