

## **The Perfect RIA, Guest Takeover Episode: Implementing Surge Meetings with Taylor Schulte**

*“I don't know how I can take on another client right now. I'm working around the clock.”*

This episode is a bit different than the other since today we have no Matt and Micah. Instead, we have Taylor Schulte taking over the episode and he will be talking about his experience with surge meetings. As he says, he will share the three-step process for implementing surge meetings. It isn't necessarily something new, a lot of advisors are using them nowadays, but Taylor started his career when he was 22 years old and at that time he had no idea something like that would help his development.

At the very beginning, Taylor was driving to his clients every day, at every hour just to meet them and be able to work with them. He didn't have any CRM system and, as you can all imagine, he wasn't very successful. Taylor was afraid that once he changes the way he deals with the clients, most of them will leave him and he will have no one to work with. But then, he heard about surge meetings, he implemented it and it was like a miracle. He used a strategy similar to the one Matt and Micah are using. By blocking out times during the year to meet with his clients, he figured out how to be more successful. Now, he's showing us what three steps he followed.

Step 1: Niche and transition. For Taylor, it felt like he needed to do more and more every single day but that didn't bring him any good. It turned out that the only thing he had to do was take a few steps back. He sat down and figured out his situation, he made it crystal clear who his ideal client was. If you are in a similar situation and you have trouble figuring it out, you can use the “Make My Persona” tool from HubSpot. It's free and it can get you a good start. Taylor narrowed his clientele to retirees over age of 50 and he implemented a minimum annual fee of \$7,500 per year. Most of his clients understood his moves and they were very supportive which also confirmed his belief that he did the right thing.

Step 2: Creating and delivering client engagement standards. It helped Taylor in two ways really. First of all, it forced him to prepare ahead and organize his thoughts and the approach. And second of all, he finally had a reason to have a conversation with his clients and to share updates. He doesn't like calling people out of the blue so now when he prepares in advance, he has a guide for conversation. It might not work in the same way for you but it's worth trying. Maybe thanks to that you will find a better way to do it for yourself. Taylor based his client engagement standards on the ones Carolyn McClanahan shared a few years ago. He didn't just copy them but used them to have some idea of what he was doing and then he created his own. If you are interested in how they look, he gave a copy to Matt and Micah. Taylor's clients are giving him really good feedback so that also was a very successful step in his business.

Step 3: Developing an internal workflow and processes. That ensures that everything is done ahead for the surge meetings, nobody has to work in a hurry and Taylor's team doesn't have to pull their hair trying to get every document prepared in time. It creates a positive experience for the client and reinforces why he's doing that in the first place. Taylor also hired CRM and process consultants since he doesn't know much about it himself.

Right now, Taylor's business is going better than ever and recently he received an email from a brand-new client who was previously running his business on his own. He said: "We appreciate how you run your business and recognize the thought and detail it takes to remove friction from all the processes that could otherwise cause customer frustration. Well done." That really shows how great of a job he's done, and he started with simply implementing the surge meetings.