

Capabilities Checklist for the New Distribution Landscape

Seismic shifts within our industry have caused us to re-examine the skills and disciplines necessary for success in wholesale distribution. As industry experts, we have developed a checklist of capabilities required for achieving results in the changing distribution landscape. We encourage you to examine each of the capabilities listed and consider your consistency of execution.

	Executes Consistently	Executes Inconsistently	Does Not Execute	Not Sure
PLANNING DISCIPLINES				
Focused Targeting of Advisors: "target pipelines" from specific advisor segments (large producer, small producer, COI, firm, etc)				
Scoring or "Fit" of Prospects: profile criteria and scoring model to better determine probability of conversion				
Sales Execution Planning: a sales execution "campaign" for each "targeted pipeline" aligned with the principal stages of the "buyer's journey"				
Plan Review Discipline: a well-defined routine for reviewing results against written goals and objectives at set intervals (monthly, quarterly) and refining targeted pipeline and activities accordingly				
SALES PROCESS				
Preparation Routine: a well-defined preparation discipline that leverages internal and external sources of firm/advisor data				
Pre-Contact Discipline: utilizes pre-contact (meeting or call) communications effectively (positioning, agenda, questions, etc)				
Profile/Interview Skills: well-developed skills including active listening, willingness to probe beyond initial response, effective note capture and demonstrating understanding				
Follow Up/Closing Skill: seeks commitment to appropriate forward action from each contact, connects one contact to the next and incorporates "partner" (internal / external) contact effectively				

Capabilities Checklist for the New Distribution Landscape

	Executes Consistently	Executes Inconsistently	Does Not Execute	Not Sure
TERRITORY AND TIME MANAGEMENT - “OPERATING SYSTEM” DISCIPLINES				
Territory Coverage: a well-developed zone structure to maximize efficiency in seeing the “right” advisors and prospects in the most time efficient manner possible				
Team Communication Plan: has daily, weekly, monthly structure for communication with “team” including specific subject matter for each frequency				
Time Management Structure: a routine to the day / week / month including priorities for each timeframe and a process for completing each priority				
Process Review / Working “On” not “In” Your Business: discipline to review processes at set intervals to evaluate effectiveness “of” and adherence “to” each process				
COMMUNICATION SKILLS				
Framework for Message Development: a repeatable framework for message development and prepared talking points for a spectrum of topics				
Active Listening: with genuine curiosity and adept at incorporating what was heard / learned. Listening to understand, not waiting to speak.				
Effective Written Communication: can express ideas clearly and succinctly both in form and content, especially through email				
Handle Objections: well developed and rehearsed responses to anticipated questions and objections				