



The Premier Association of
Financial Professionals®

MDRT Minute

The Little Red Wagon Script™

“The aim of marketing is to make selling superfluous; to know and understand the customer so well that the product or service fits him and sells itself.” – Peter F. Drucker

This script explains to clients why you’re talking to them about their life and not about their money.

I encourage you to buy a Radio Flyer wagon. There are many sizes available and you want one that you can bring into your office. You also need a wall clock with a large display and big hands. Lastly, you need to buy a couple of empty moneybags from your local bank. Fill these with marbles, sand or anything else that makes the bags look full.

The Script: “Mr. & Mrs. Jones, I’d like to take just a moment to explain something we’ve seen that has modified the way we work with our clients. We’ve seen a number of clients and prospects who have just been devastated in the marketplace. Because of the decline in the stock market, they have been hurt financially and otherwise, and it has confirmed the importance of understanding our client’s needs first and foremost.

“When you walked into this office, you brought two assets and two resources. The two assets are the relationships in your life and your health. If you ask someone on his deathbed what’s most important to him right now, most always he will wish he’d built deeper relationships with the ones he loved and that he’d spent more time focusing on his health.

“But you also brought in a little red wagon with you today. (Bring out your red wagon with the props inside.) And in this wagon are your resources. Everybody who comes to see us brings it with them and it has the two things that are your tools and resources for life: first is your time (pick up the clock) and the second thing is your money (show them the money bags).

“If you go to the typical person in the financial services industry, he or she is going to take the little red wagon and stick the moneybags right up here on top of the table and immediately start talking about the money. For some reason, the financial services industry has operated under the assumption that money is an asset, but it’s just a tool.

“But we are going to put the tools, the money and time, back in the wagon and put it back in the corner of the room. We’re going to leave it there until we understand who you are, what’s important to you, where you are today and where you want to go. Until we understand your life, it would be meaningless for us to try to figure out what to do with the tools and resources you have in this little red wagon. Does that make sense, Mr. & Mrs. Jones?”

This may be the strangest presentation you have ever heard, but it works. Hundreds of my largest coaching clients have been amazed with the results. Your clients cannot miss the point: the money is not important, but their life is. The visual aides also help you remember where to keep the focus. You will find that you can explain very clearly what separates you from the other people in your industry and your community. Your clients will know immediately that your focus is different than anybody they have worked with.

W. Lloyd Williams, CIMA is a nationally recognized author, executive coach and speaker. He has conducted seminars, workshops and keynote addresses in the financial services industry for more than a decade. Williams is a regular columnist for *The Monitor*, the trade publication for the Investment Management Consultants Association (IMCA). He is currently working on his new book, *Let’s Talk: Marketing as a Conversation*. His entire 2005 MDRT Annual Meeting presentation, “Stop Client Complacency: An Exponential Relationship is the Key” is available from the MDRT Power Center (www.mdrtpowercenter.org).