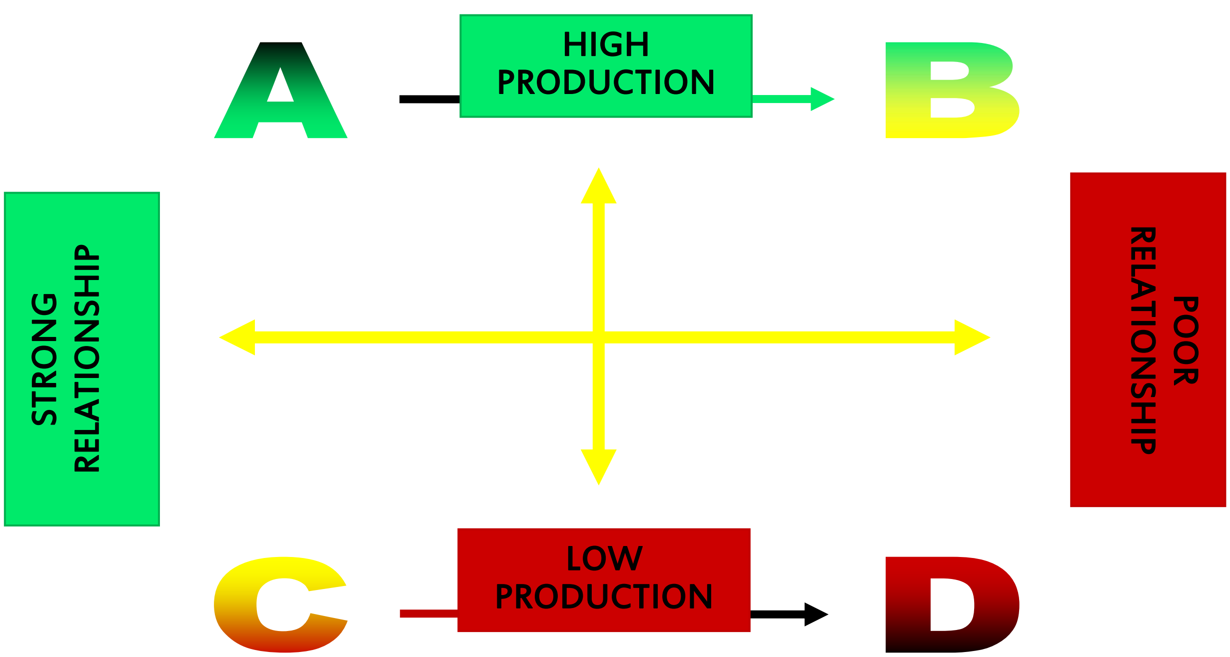
CLIENT SEGMENTATION

Define each segment with the ideal level of revenue and the desired characteristics of a top client. Considering factors such as how often you want to see top clients, which clients to convert from B to A level, how you plan to increasing productivity, and what to do with D clients.

SEGMENTATION MATRIX

Use this model to segment your clients by determining their level of revenue and the value of the business relationship.

	HIGH REVENUE	LOW REVENUE
STRONG RELATIONSHIP	**“A” Clients** • *Best* relationships • *Highest* Revenue • Represents 10% of client base	**“B” Clients** • *Strong* relationships • *Medium* revenue • Represents 10% of client base
POOR RELATIONSHIP	**“C” Clients** • *Challenging* relationships • *Lower* Revenue • Potential for high risk – non-client • Represents 30% of client base	**“D” Clients** • *Difficult* relationships • *Lowest* Revenue • Extreme high risk • Represents 50% of client base



IRONSTONE'S BACKGROUND

Ironstone partners with financial industry professionals including leadership and sales management teams, internal and external wholesalers, and top advisors along with their teams who want to build a customized practice. We pride ourselves on the unique customizations that we apply to each engagement in order to meet the overall client objectives. Our resources include:

- Keynote Presentations
- Workshops
- Study Groups
- Performance Coaching
- Webinars
- Project Consulting

Our programs are not only customized for any audience, but also interactive, high-energy, and built with "how-to" strategies resulting in real-world implementation for significant and sustainable impact. We are actively recruited to participate in professional events such as national, divisional, regional conferences, breakout, and lunch-n-learn sessions.

IRONSTONE'S *FUNDAMENTAL 4™*

Ironstone has identified 4 key performance areas known as the ***Fundamental 4™***, which are required to design, develop, and sustain a successful business. Our expertise aligned with our strategic and tactical methodology creates laser focus around the ***Fundamental 4™*** to impact the bottom-line while bringing maximum client value:

- Strategic Planning
- Business Development
- Operational Effectiveness
- The Human Element

FUNDAMENTAL 3 – OPERATIONAL EFFECTIVENESS

The aim for this area is defining the standard operating procedures for the practice and creating multiple tracking and reporting systems to measure results. A powerful client engagement process consists of the design and creation of FA service teams, client segmentation, service matrices, and existing and new client workflow systems. The fusion of these elements increases the efficiency of managing the workload while increasing the level of the client experience.

KEY PERFORMANCE INDICATOR	PROGRAM OBJECTIVES
Reports and Tracking Systems	Observe current projects/processes, create reports on the current sequence of events and checklists to aid in the management and implementation of projects/processes.
Time Management	Gain control over the amount of time spent on specific activities, in order to increase efficiency or productivity.
Staff Meetings	Communication is essential for effective teamwork. Communicate decisions, discuss progress, and answer questions about actions and implementation of activity.
Client Segmentation	Segmentation is the first critical step towards greater efficiency and ultimately improved profitability. Distinguish clients based on financial attributes and more importantly characteristics beyond the dollars.
Service Matrix	Treat your clients fairly, but not equally. To make segmentation truly effective, determine the type of services and frequency to promote clear communication to clients and prospects.
New Client Workflow	Define your unique process to solve problems, manage interaction, automate tasks, and provide consistency for positive and repeatable impact to the client experience.
Existing Client Workflow	Define your unique process to solve problems, manage interaction, automate tasks, and provide consistency for positive and repeatable impact to the client experience.
Client Database	Decide what information you want about your clients. Systematically collect, organize, and store records for the most powerful and effective client interactions and campaigns.

*Any of the above KPI's can be combined to form the basis of a workshop, performance coaching, or project consulting partnership.