



UNDERSTANDING *your* BOOK OF BUSINESS

KEYS TO BUILDING BETTER RELATIONSHIPS

DBS ADVISOR SERIES

TRADITIONALIST BEFORE 1946	BABY BOOMER 1946-1964	GENERATION X 1965-1979	MILLENNIAL 1980-1995	GENERATION Z 1996-2010
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KEY STRATEGIES

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| <ul style="list-style-type: none"> • Emphasize quality • Don't pitch using age • Highlight standard & pre-packaged offerings • Call upon personal experiences • Reference reports and research • Ask for business | <ul style="list-style-type: none"> • Show optimism • Feature brand names • Person-to-person communication • Help them gain control • Provide a sense of teamwork • Offer customized solutions • Don't make them feel old • Be direct | <ul style="list-style-type: none"> • Just the facts • Full disclosure • Be authentic • Prove it • Peer referrals • Short-term solutions • Online | <ul style="list-style-type: none"> • Be quick about it • Be upfront • Be yourself • Offer instant access • Give it away • Go hi-tech | <ul style="list-style-type: none"> • Be completely transparent • Look outside the box • Be brief but thorough |
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BUILDING RELATIONSHIPS

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| <ul style="list-style-type: none"> • Show you value their experience • Ask for the "rules of engagement" • Take your time • Ask about hobbies • Accept invitations for group activities • Use respectful and polite references until invited to be less formal | <ul style="list-style-type: none"> • Show your work • Court them • Trophies • Appropriate technology • Influenced by their children • Flatter and praise • Vision | <ul style="list-style-type: none"> • Time is money • Options • Plan B • Involvement • Efficient communication • Educate them | <ul style="list-style-type: none"> • Recognize their individuality • Be a trusted guide • Reputation management • Peer references • Social consciousness • Hi-tech communication • Individualism • Herd mentality • Online presence | <ul style="list-style-type: none"> • Be honest • Earn their trust • Let them share their opinion • Technology savvy • Text/Email communication • Transparent • Listen • Convey your culture • Personalized experience |
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DBS RECOMMENDED PRODUCT IDEAS

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| <ul style="list-style-type: none"> • GUL • Survivorship • LTC / Chronic Illness Riders | <ul style="list-style-type: none"> • Protection-Oriented UL, IUL & VUL • LTC / Chronic Illness Riders • Asset-Based Hybrid | <ul style="list-style-type: none"> • Term • Cash Value IUL & VUL • LTC / Chronic Illness Riders • Asset-Based Hybrid | <ul style="list-style-type: none"> • Term • Cash Value IUL & VUL • Whole Life | <ul style="list-style-type: none"> • Term • Cash Value IUL & VUL • Whole Life |
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For the Education of Financial Professionals. Not for use with the General Public.

www.dbs-lifemark.com

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INFLUENCES				
<ul style="list-style-type: none"> World War II The GI Bill The Cold War Korean War 	<ul style="list-style-type: none"> Booming birthrate Vietnam Women's and civil rights movements Sex, drugs, and rock 'n' roll 	<ul style="list-style-type: none"> MTV Personal computer 24-hour media Divorce 	<ul style="list-style-type: none"> Homeland violence Reality TV Participation award Customization 	<ul style="list-style-type: none"> Cyberbullying Snapchat The Great Recession Sandy Hook
TRAITS				
<ul style="list-style-type: none"> Loyal Risk-averse Self-sacrificing Hard-working 	<ul style="list-style-type: none"> Competitive Youthful Optimistic Idealistic 	<ul style="list-style-type: none"> Resourceful Comfortable with change Skeptical Independent 	<ul style="list-style-type: none"> Collaborative Globally connected Media-savvy Environmentally conscious 	<ul style="list-style-type: none"> Innately digital Self-reliant Do-it-yourselfers Socially conscious
FAST FACTS				
<ul style="list-style-type: none"> 76% of Traditionalists think passing on an inheritance is an important financial goal. Only 49% are very confident their children will use their inheritance responsibly. 52% have fully disclosed their level of wealth to their children. 	<ul style="list-style-type: none"> 62% of pre-retired Boomers haven't identified or thought about which investments they are going to draw down first. 75% plan to stay invested in equities to help grow their nest egg in retirement. More than seven in 10 Boomers believe that the compensation their financial advisor receives is fair. 	<ul style="list-style-type: none"> 56% expect Social Security to be bankrupt by the time they retire. 67% believe an advisor can improve their financial peace of mind. 46% are concerned about the possible financial strain of caring for aging parents. 	<ul style="list-style-type: none"> 65% say they are uncomfortable with debt because they saw their parents struggle with it. 82% are interested in receiving financial advice. 87% would use an advisor who comes highly recommended by family. 	<ul style="list-style-type: none"> 63% define wealth by the way you live rather than the amount of money you have. 75% have the goal of becoming financially independent. 65% agree that cost will determine if they attend college.
DECISION MAKING				
Consults experts and makes the final decision.	Collaborates in a documented and formal way.	Will research peer reviewed sites but want to make the final decision.	Collaborates at every step.	Conducts personal research and crowdsourcing online.
VIEW OF AN ADVISOR				
Authority figure	Ally	Adversary – before trust is built	Collaborator	What is an advisor?
TO THEM, MONEY IS...				
Livelihood	Status symbol	Means to an end	Today's payoff	Necessary, but not the end goal
VIEW OF RETIREMENT				
"I put in my time. I will live off my pensions, savings and Social Security."	"If I retire, who am I?"	"I will have to depend on myself."	"I'm not waiting until retirement to enjoy my life."	"It hasn't even crossed my mind!"
QUESTIONS THEY ARE THINKING BUT NOT ASKING				
<ul style="list-style-type: none"> Exactly how long will my money last? How are you helping me communicate my legacy? Is your advice consistent with information I get from my family? 	<ul style="list-style-type: none"> How can you help me through the next stage of my life? Are you offering the latest and greatest? Are you the right advisor for my children? 	<ul style="list-style-type: none"> What exactly am I paying you for? How can I trust you know what you're talking about? What are you doing to make my life easier? 	<ul style="list-style-type: none"> Can you teach me Personal Finance 101? What can you offer me that Google can't? How can you help me make a difference in the world? 	<ul style="list-style-type: none"> Is college worth the debt? Where do I start? How do you help my parents and grandparents?

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