

MARKETING, MEETING, AND PARTNERING WITH MEDIATORS

Building a referral network
with confidence and ease



MEET YOUR PRESENTER

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Objective:



Empower you with strategies and knowledge to market your practice to select mediators for partnership and referrals.

Topics:

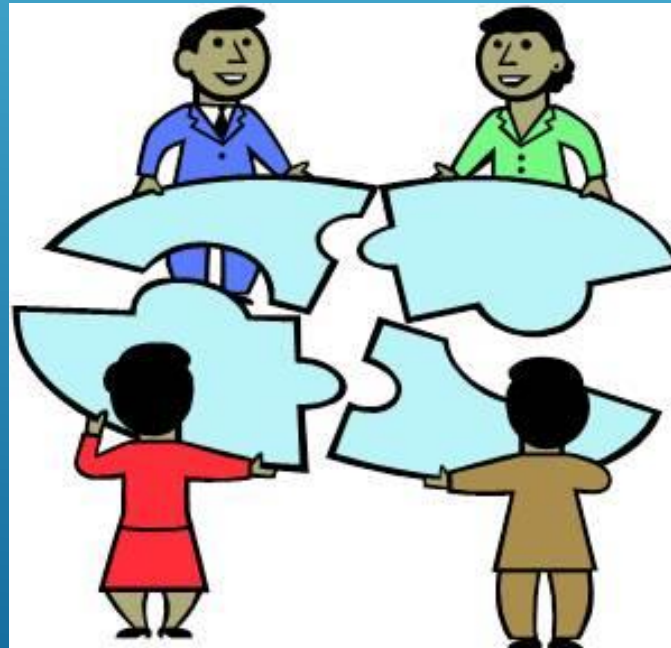


- How and Why CDFAs want to work with Mediators
- How To Identify Potential Partners
- Strategies for Contact
- Identifying and communicating value proposition.
- Ongoing contact and relationship building

Why Mediators?



How does that look?



How to identify your perfect partners

- Shop like a client
- Take the 40 hour training
- Take the Collaborative Training
- Join the local Mediation Association
- Ask for referrals from friends and colleagues
- Identify your target market and find THEIR mediators



Contact Strategies



NOW WHAT?



Listen
to my
Story

What's
Your
Story?

Find the pain points!

Pain Levels



0

Happy
No Pain



1 - 2

Hurts
Just a little



3 - 4

Hurts
but bearable



5 - 6

Hurts and
is distracting



7 - 8

Hurts
a lot



9 - 10

Unbearable
Pain

Sample Proposal



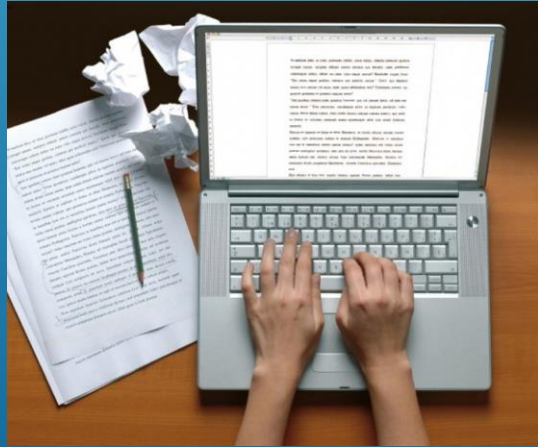
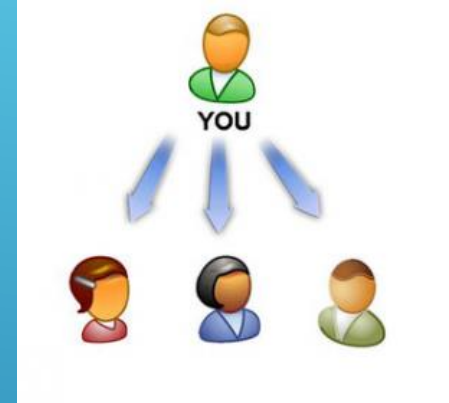
A la' Carte Services



Client Brochures



Make it LAST!



Summary



- Identify your perfect partners by identifying your perfect clients
- Have a contact strategy for introduction, follow up, and longevity
- Know how to deliver your Value Proposition
- Feed the relationship

Questions?

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