MANAGING THROUGH

VOLATILITY

HAVING EFFECTIVE CLIENT CONVERSATIONS IN AN UNCERTAIN ENVIRONMENT

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How can you best engage your clients?

No matter how much you prepare clients for market volatility, it typically comes as a surprise and sparks a roller coaster of emotions. Consider these client engagement **best practices and resources to navigate the current environment** toward deeper and more trusting relationships with your clients.

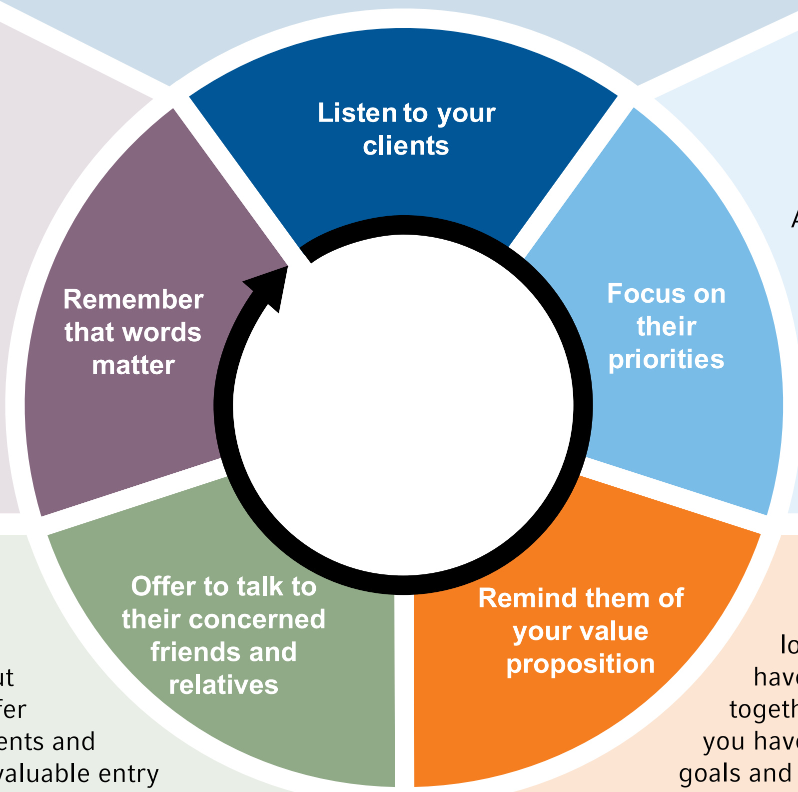
Authentically: Ask, Listen and Empathize

When navigating uncertain environments—particularly one like today that is affecting every aspect of people's lives—many clients simply want to have human, calming, effective conversations with their financial advisor. They want reassurance that you understand their priorities and fears, and that you empathize.

Consider these best practices:

Your ability to manage clients' emotions and expectations during this time will be what sets you apart and is likely to position them for long-term investment success. Don't feel the need to solve the client's challenges immediately. Rather: Ask, Listen, Empathize.

When addressing clients' concerns, drop the jargon and resist being too technical. Most will simply want to know: How is the market environment likely to impact my life. Will I, my family and my future be ok?



Ask open-ended questions to understand their top priorities and immediate needs.

Knowing you care about their loved ones will offer reassurance to your clients and offer you a potentially valuable entry into their inner circle.

Remind them of their long-term goals you have been working toward together, and the financial plan you have built that reflects those goals and forms the foundation for their investment portfolio.

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How should I prepare?

A step-by-step approach to gather your thoughts for client conversations focused on the things that matter most them.

Prepare your message

Draw on your core beliefs as a financial advisor and share them with your clients. When fear is at its highest, consistency can instill reassurance and confidence.

Protect the plan

Ensure that clients' portfolios are still in line with their long-term plans. Portfolio allocations have likely shifted in the recent market volatility. Evaluate if any changes are needed. If all is in order, protect the plan you've created with the client. Making irrational decisions today can have long-lasting negative consequences on the health of a client's wealth. By learning more about client biases and where they are on the roller coaster of emotions, you can help the client stay focused on how and why investment decisions were made in the first place.

Over communicate that you and your team are here

All team members should make themselves as available to clients as possible during this time of uncertainty. Responsiveness, empathy and authenticity can go a long way in putting clients at ease.

Embrace technology

Virtual conversations are much more impactful if you can observe the client's body language. Embrace technology that allows you to see the client while you are speaking with them.

We are here to help you

Russell Investments has partnered with advisors for over 20 years to help them build thriving practices—through all types of market environments. We are here for you today, too. Connect with your dedicated Russell Investments regional team to learn more about how we can help you and your clients navigate through uncertainty. Please contact us at 888.509.1792 or visit russellinvestments.com/ca

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