

MANAGING THROUGH VOLATILITY



Engaging your clients through virtual meetings

Embrace technology

With many individuals working from home at the moment, embracing technology will help you remain present for your clients. In particular, virtual conversations are typically more impactful if you can observe body language. There are many options that can help you deliver an effective client meeting virtually such as FaceTime, WhatsApp, Zoom and Skype, allowing you to see the client while you are speaking with them.

Consider these 10 best practices when engaging clients through virtual meetings:

1. DO A TEST RUN

Take the time to test the technology, sound and camera—ask a friend to be the guest and you the host and vice versa.

2. SIGN IN EARLY

Sign in 10-15 minutes early. You will feel more comfortable when the meeting starts.

3. SHORTER IS BETTER

Virtual meetings tend to be more efficient and conscious of time. Shorten 1 hour meetings to 45 minutes.

4. USE AN AGENDA

Set expectations before the meeting. Sending an agenda in advance creates structure and order.

5. USE THE CAMERA

It is much more engaging for both the host and guest to see and also hear each other. Body language and facial expressions are just as important as words.

6. SHOW A VISUAL

A welcome slide with the client's name will show that they have joined the right meeting. Visuals illustrating your points will keep them engaged.

7. USE A WHITEBOARD

Most apps have a whiteboard feature – use it. You can write notes live on it, have the agenda typed up ahead of time, etc.

8. BE DELIBERATE WHEN USING A MOUSE

Avoid moving your cursor too much on the screen as this can be distracting to the viewer.

9. LIGHTING IS IMPORTANT!

Face the window to avoid silhouetting. Ensure that once the camera is on, you are clearly seen.

10. LOOK AT THE CAMERA

This is not easy but your clients will be more engaged if they see you looking at them.



BEST PRACTICES WHEN USING THE CAMERA

Not everyone is comfortable in front of a camera. Consider these 12 best practices to help you feel like a natural when hosting virtual meetings before and after the camera is turned on:

Before camera is on



1. Practice. Practice. Practice
2. Record and watch yourself
3. Have a plan, not a teleprompter
4. Get hydrated and stretch
5. Be in the middle of the frame
6. Turn on the lights!

After camera is on



7. Look into the camera
8. Limit distractions
9. Posture is power
10. Be animated in the best way
11. Speak slowly and smile
12. Be natural and authentic—not perfect and scripted

Ways to use virtual meetings in client reviews

Investing in learning to use virtual technology to engage clients today may continue to pay dividends for your business in the future, even after normal life sets back in again. For instance, a virtual option may help you create scale in your service model, make it easier to connect with your clients' non-local family members, and serve your younger clients in a format that's more adapted to their preferences. Here are some ways to consider using virtual technology beyond the traditional client meeting now and in the future:

Host a virtual town hall

Host a virtual town hall for one of your best clients and their family, friends or co-workers. Keep it non product-oriented and aid those who may not be getting the necessary attention from their own advisor.



Host a client advisory study group

Invite a small group of top clients and key COIs to share their experience and advice with you on virtual meetings, topics of interest and best client engagement tools.



Host virtual happy hours

Staying connected and in front of your clients doesn't always have to revolve around your business relationship. Doing something light and fun like a happy hour is human and authentic.



Host mindfulness sessions

Invite an expert to share their knowledge with your clients about non financial but relevant topics (e.g., health and fitness, homeschooling best practices).



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 800.787.7354 or visit russellinvestments.com

IMPORTANT INFORMATION AND DISCLOSURES

Please remember that all investments carry some level of risk, including the potential loss of principal invested. They do not typically grow at an even rate of return and may experience negative growth. As with any type of portfolio structuring, attempting to reduce risk and increase return could, at certain times, unintentionally reduce returns.

Russell Investments' ownership is composed of a majority stake held by funds managed by TA Associates with minority stakes held by funds managed by Reverence Capital Partners and Russell Investments' management.

Frank Russell Company is the owner of the Russell trademarks contained in this material and all trademark rights related to the Russell trademarks, which the members of the Russell Investments group of companies are permitted to use under license from Frank Russell Company. The members of the Russell Investments group of companies are not affiliated in any manner with Frank Russell Company or any entity operating under the "FTSE RUSSELL" brand.

Russell Investments Financial Services, LLC, member FINRA, part of Russell Investments.

Copyright © 2020 Russell Investments Group, LLC. All rights reserved. This material is proprietary and may not be reproduced, transferred, or distributed in any form without prior written permission from Russell Investments. It is delivered on an "as is" basis without warranty.

Date of first use: April 2020 Expiry: 12/31/2022

RIFIS - 22667