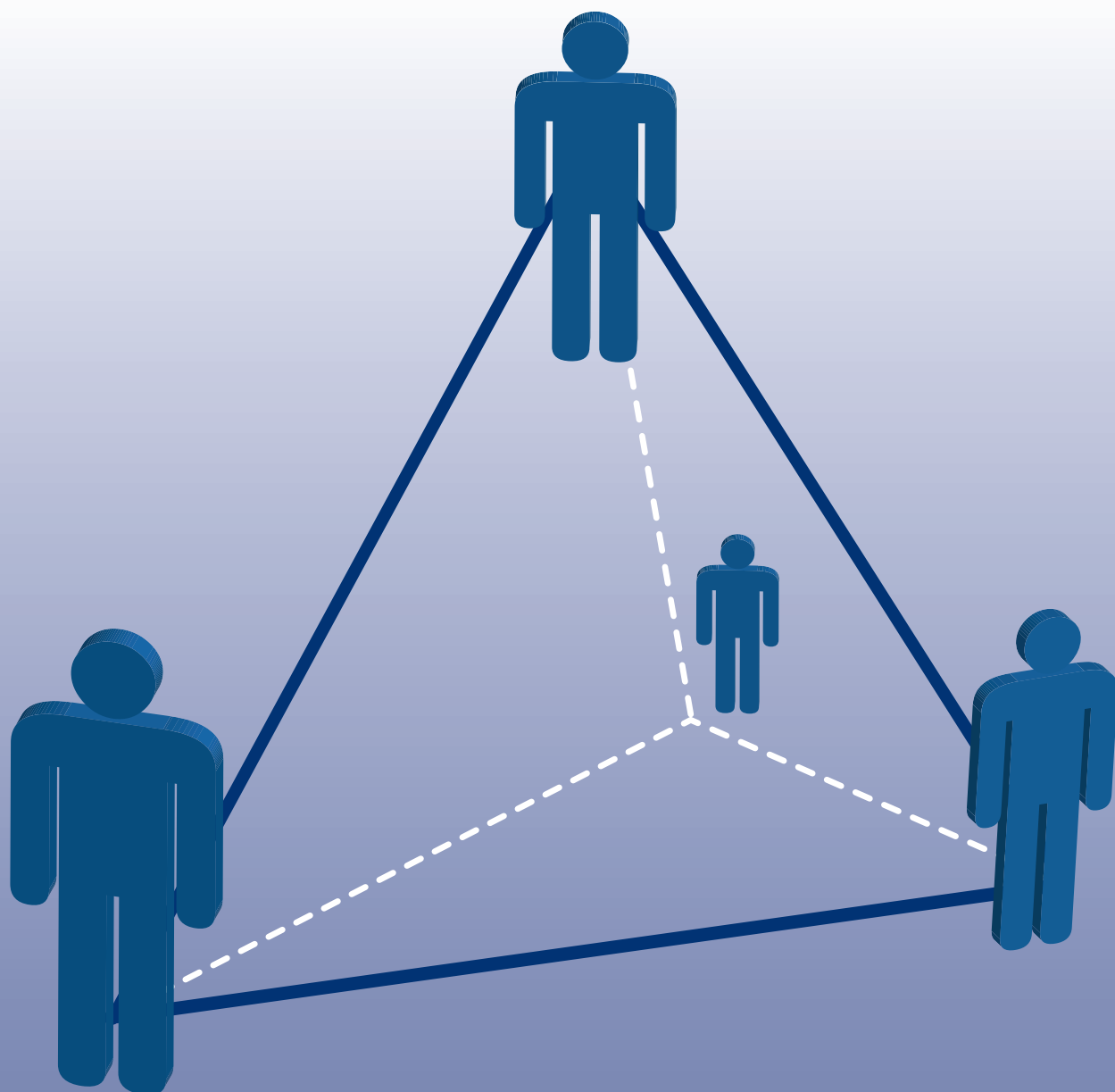


PROFESSIONAL SERVICES

REDEFINED...

How to add genuine value



nem

Accelerating your vision

A GOOD CLIENT IS LIKE A GOOD FRIEND!

Real friendships create an environment in which views are shared and opinions debated. These friendships can be relied upon in times of difficulty.

When we become aware of a friend's difficulty or a friend confides in us about a particular need, we instinctively want to help, offer assistance or give some advice.

In fact, if we cannot offer assistance or advice we often feel quite inadequate.....*but we feel even worse if we cannot refer someone who may be able to help!!!*

Good clients are like good friends. They rely on each other for assistance and advice. As professional service providers we have not secured a truly enduring client relationship until we have anchored that client to trusted third parties.

The referral to the third party actually strengthens and adds to the relationship between the first two parties.

THE POWER & BENEFIT OF REFERRAL

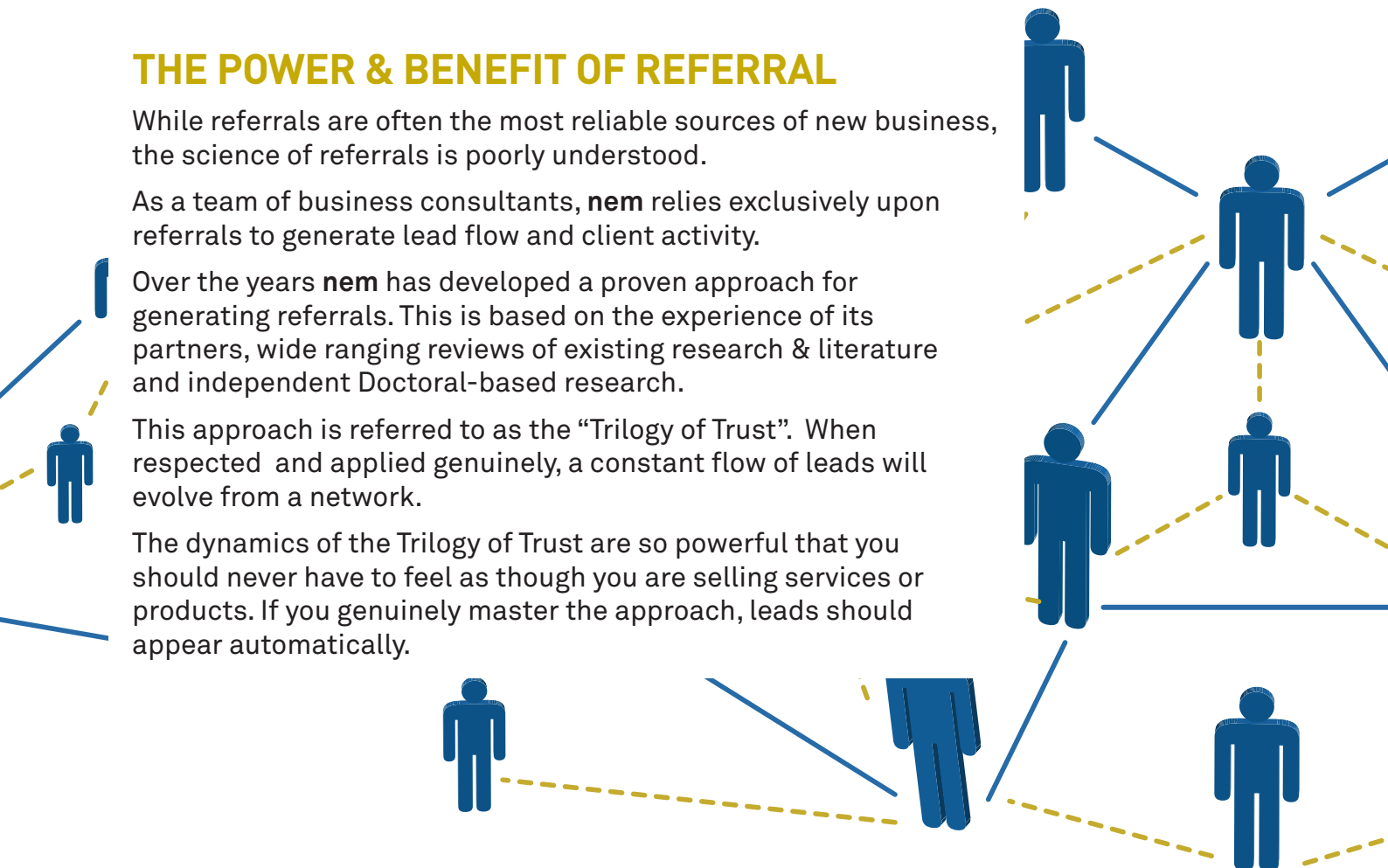
While referrals are often the most reliable sources of new business, the science of referrals is poorly understood.

As a team of business consultants, **nem** relies exclusively upon referrals to generate lead flow and client activity.

Over the years **nem** has developed a proven approach for generating referrals. This is based on the experience of its partners, wide ranging reviews of existing research & literature and independent Doctoral-based research.

This approach is referred to as the "Trilogy of Trust". When respected and applied genuinely, a constant flow of leads will evolve from a network.

The dynamics of the Trilogy of Trust are so powerful that you should never have to feel as though you are selling services or products. If you genuinely master the approach, leads should appear automatically.



THE TRILOGY OF TRUST

Most businesses develop sound client relationships over a period of time. A sound relationship is a two way relationship; one of mutual respect and trust.

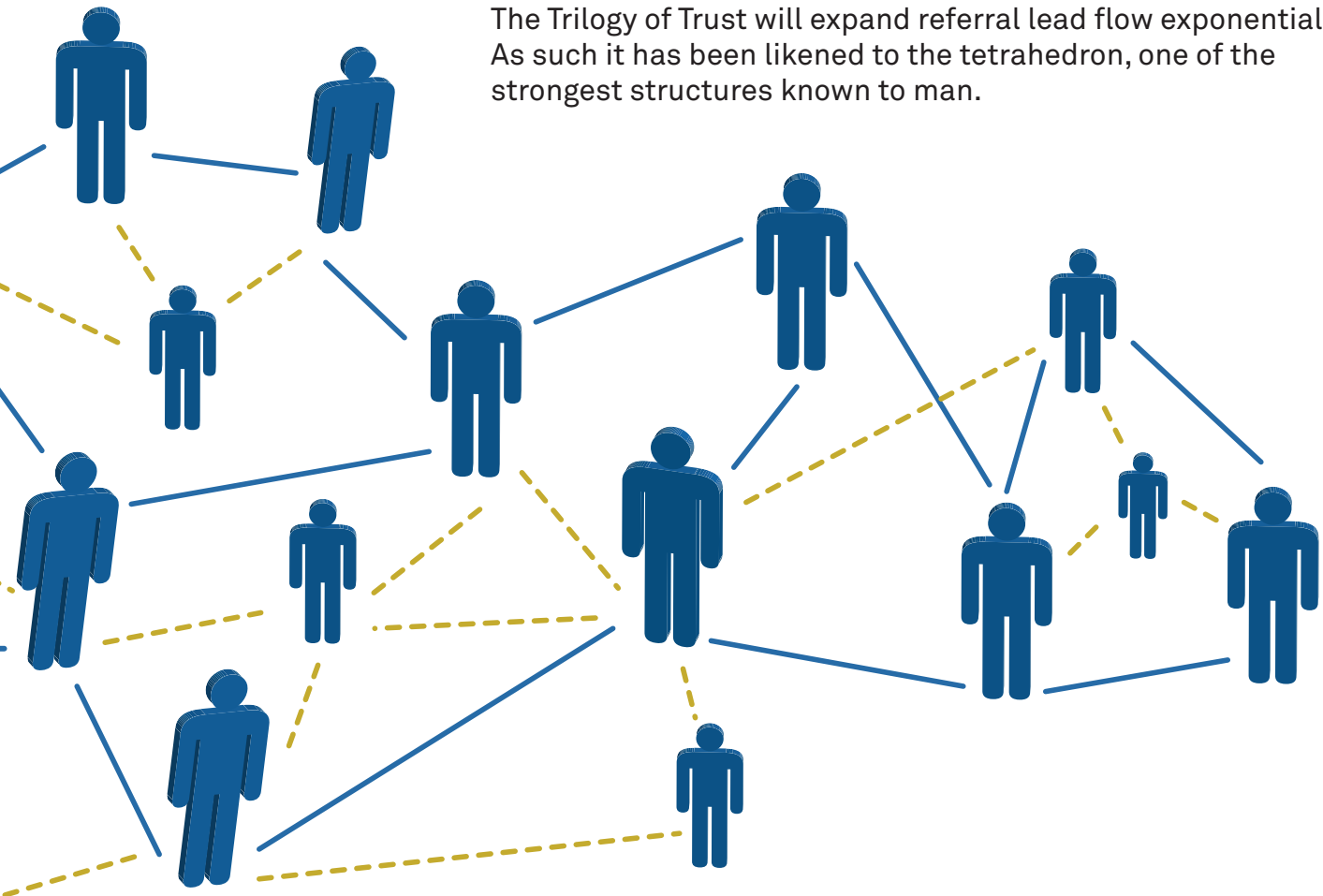
The highest risk to a sound relationship is the referral of another service or product provider; irrespective of whether this is an internal or external party.

Unfortunately under some circumstances recipients of referrals often have their own agendas, motives and fail to respect the referrer's existing relationship.

Understanding the concept of the Trilogy of Trust enables you to participate in an increasing network-referral process.

Where trust and respect are developed and the referred party meets or exceeds the expectations of both parties, the existing relationship becomes stronger and survives many more challenges than a standard two way relationship.

The Trilogy of Trust will expand referral lead flow exponentially. As such it has been likened to the tetrahedron, one of the strongest structures known to man.



nem's FIVE ESSENTIAL RULES

- ONE** Always respect the referrer's relationship with the party to whom you have been referred to and vice versa. Do nothing to jeopardise the existing relationship. It is sacrosanct!
- TWO** Be prepared to provide time free of charge for at least the first coffee meeting.
- THREE** Only suggest commercial engagement when it is genuinely likely to assist the prospective business (and the referrer agrees).
- FOUR** If there is no prospect of commercial engagement, leave a positive impression, a few tips if relevant or referral to another trusted third party where appropriate.
- FIVE** Always keep the referrer informed of progress, outcomes and next steps (if any).

HOW nem CAN ADD VALUE

nem is a non-conventional consulting firm. **nem** only engages with businesses to which it can add value or provide the framework of confidence to accelerate activity.

nem understands the '9 Paradigms' of business – and has developed an efficient process to identify critical issues and add value.

THE 9 PARADIGMS

nem believes there are nine areas of expertise required for a business to reach its full potential. A successful business often employs experts or departments to manage all nine areas.

Unfortunately expanding businesses have neither the capacity nor the resources required to manage all nine areas.

It is **nem's** view that the vast majority of businesses are operated by owners and managers who are experts in three of the nine areas. They do not usually require assistance from **nem** in these areas.

In a further three areas they are not experts but are usually capable and have satisfactory arrangements in place for assistance from existing external service providers. While **nem** can assist and guide activity in these areas it is generally not where **nem** can add real value.



nem IDENTIFIES

WHERE **nem** ADDS VALUE

There are usually another three areas where businesses lack competency and these are where **nem** can add genuine value.

These areas usually fly under the owners' and managers' radar, creating blockages and issues that are difficult to navigate through.

While the symptoms eventually become obvious to all concerned, the causes still remain illusive and difficult to indentify; particularly for those who are close to the business.

nem has developed a unique review process that identifies these three areas and brings them to the attention of the business owner with the same degree of clarity and understanding as the areas where they are capable. When this is achieved, real value added engagement can occur.



nem ADDS VALUE

THE nem REVIEW PROCESS

Nearly all engagements commence with some form of **nem** comprehensive review.

The review is efficient and effective, spanning a few hours for a small business and a few days for more substantial businesses.

Upon completion of the comprehensive review the business is presented with a detailed report encompassing the following:-

- ONE** The three main blockages or three main areas the business must address in order to achieve the primary objectives of the stakeholders.
- TWO** Identification of two or three immediate priorities that need to be implemented to help achieve the objectives of the business.
- THREE** A business-potential analysis that quantifies the affect of addressing the recommended priorities over specific time frames.
- FOUR** Documentation of all observations and analysis together with further opportunities and issues affecting the business.

Implementation of the recommendations can then be structured with either existing service providers or **nem** as appropriate.

INTRODUCING THIRD PARTIES IS EASIER THAN YOU THINK

The ease with which third parties can be introduced to existing clients, customers and contacts depends very much on the existing relationship and the manner with which the introduction is made.

Unless there are specific and obvious requirements, the introduction should be general and not solution focused.

“It will cost nothing to have a chat” is common reasoning, as is “you have nothing to lose but may gain some insights as a minimum”.

The key is to be genuine and not to just be ‘seen to be helping’. Obviously the higher the level of confidence in the third party, the easier the process becomes.

THE BENEFITS ARE SIGNIFICANT

The approach adopted by **nem** is genuine. It is an introduction that can add value to all parties. Referrals show that you care, that you take an interest and that you want to see success.

This, in itself, will anchor a reciprocal obligation. It may take time but the seed is sown and will eventually germinate into a reciprocal referral.

Many businesses shield themselves from introductions and many businesses fail to refer. This can be due to past poor experiences, or to maintain independence and distance themselves from issues they do not understand.

nem advocates that you do this at your peril, your client's peril and at the expense of your network. Sound relationships are based on mutual respect and the desire to assist.

You can never reach this level of relationship and beyond without referring.

Refusing to refer puts relationships at risk, because some level of advice will ultimately be stumbled across... which in time means it leaves your control. It is better to develop a referrer's mindset than to keep a network hidden from clients and friends.

THE INITIAL COFFEE MEETING

The referrer and referrer's client, customer or contact is sacrosanct to **nem**!

nem will do nothing to jeopardise this relationship. **nem** will not propose formal involvement unless the coffee meeting reveals that **nem** can genuinely assist the client.

nem will do everything possible to leave a positive and lasting impression.

Our reviews also come with a satisfaction guarantee (which has never been called upon since **nem** started in 2001).

REFERRALS ARE ENDLESS

Genuine referrals and the Trilogy of Trust are not confined to service providers or even business. The Trilogy of Trust applies equally and often more powerfully when outsiders and private networks of friends are introduced.

The momentum is compelling when participants really do care and stop the single focused WIIFM (What's In It For Me?) approach adopted by so many individuals and businesses.

NETWORKING REDEFINED

The approach developed and applied by **nem** has been based on considerable knowledge, years of experience and independent ground breaking research that has been commissioned by **nem**.

The approach is straightforward but is a new paradigm for many businesses and individuals.

As a broad-based consulting firm **nem** has applied this approach to a number of businesses in order to realign their business development activities.

The results have been both significant and rapid.

The approach is now being embraced by significant financial service providers and has been adopted into the professional development programs of CPA Australia Ltd and the Financial Planning Association (FPA). **nem** has also developed extensive training and professional development programs for a variety of businesses.

IF YOU WOULD LIKE MORE INFORMATION ON **nem's APPROACH OR TO UNDERSTAND HOW THIS APPROACH CAN BE APPLIED TO YOUR BUSINESS, CALL US ON 1300 857 636 OR EMAIL ON executives@nem.net.au**

