ADVISOR INSTITUTE
CORE SKILLS ASSIGNMENTS
Part 1: Prospect or Perish

WEEK:	IN CLASS:	ASSIGNMENT:
Prior To Week 1	**Required pre-program activities**	▪ Review the syllabus ▪ Log into Brightspace ▪ Complete the pre-program questionnaire ▪ Read chapter 1 and complete breakout questions
Week 1	**Class 1: The Psychology of Prospecting** ▪ Differences of marketing, selling, and prospecting ▪ Overcoming hurdles for successful prospecting **Class 2: Guarding Against Mindless Investing**	▪ Complete quiz 1 ▪ Read chapter 2 and complete breakout questions ▪ Begin sales planning project 1 (due class 5)
Week 2	**Class 3: Target Marketing** ▪ Defining target marketing and identifying ideal segments ▪ Positioning your personal brand **Class 4: Compelling Conversations / Value Proposition**	▪ Complete quiz 2 ▪ Read chapter 3 and complete breakout questions ▪ Begin action project 1 (due class 7)
Week 3	**Class 5: Selecting the Prospect** ▪ Exploring different types of prospects ▪ Discussing key aspects of a successful prospecting system ▪ Defining record-keeping tasks related to prospecting **Class 6: Traits of World Class Financial Professionals**	▪ Complete quiz 3 ▪ Read chapter 4 and complete breakout questions ▪ Submit sales planning project 1 ▪ Register your proctor ▪ Begin sales planning project 2 (due class 9) ▪ Begin sales planning project 3 (due class 11)
Week 4	**Class 7: Creating Awareness** ▪ Identifying ways to increase social mobility and exploring prestige-building activities ▪ Learning how to plan and execute a seminar **Class 8: Building Profitable Centers of Influence**	▪ Complete quiz 4 ▪ Submit action project 1 ▪ Read chapter 5 and complete breakout questions ▪ Begin action project 2 (due class 6) ▪ Begin action project 3 (due class 7)
Week 5	**Class 9: Approaching Prospects** ▪ Discussing the importance of face-to-face approaches ▪ Learning more about the National Do-Not-Call Law ▪ Identifying the four principles of telephoning **Class 10: Social Media 101**	▪ Complete quiz 5 ▪ Submit sales planning project 2 ▪ Read chapter 6 and complete breakout questions
Week 6	**Class 11: Goal Setting and Time Management** ▪ Mastering goal setting to achieve personal success ▪ Learning efficient time management skills **Class 12: Social Media 201**	▪ Complete quiz 6 ▪ Submit action project 2 ▪ Submit sales planning project 3 ▪ Read chapter 7 and complete breakout questions ▪ Begin sales planning project 4 (due class 15)
Week 7	**Class 13: Prospecting Through Service** ▪ Defining extraordinary service and its benefits ▪ Learning to create an effective client-service plan **Class 14: Building Your Referral Based Business**	▪ Complete quiz 7 ▪ Watch 'Prospering in Your First Year: Course 1 - Building Your Referral Based Business with Bill Cates' ▪ Read chapter 8 and complete breakout questions ▪ Submit action project 3
Week 8	**Chapter 15: Professional Practice Management** ▪ Discussing the value of alliances with other advisors ▪ Understanding contact management systems ▪ Discussing compliance, ethics, and professionalism **Class 16: Review for the Final Exam**	▪ Complete quiz 8 ▪ Submit sales planning project 4
Week 9	**Required mid-point program activities**	▪ Study for and take final exam ▪ Exam must be completed within 2 weeks of class 8

remove 'due class x' from all assignments

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CORE SKILLS ASSIGNMENTS

Part 2: Clients for Life

WEEK:	IN CLASS:	ASSIGNMENT:
Week 10	**Class 1: Financial Security Planning** ▪ Reviewing the financial planning process, major planning areas, and the financial security pyramid ▪ Exploring the marketing planning process ▪ Discussing the client-focused approach **Modern Appointment Setting**	▪ Read chapter 1 (Before class 1) ▪ Watch 'Prospering in Your First Year: Course 2 - Modern Appointment Setting with Gail Goodman' ▪ Read course overview and expectations before class 2 ▪ Acknowledgment of course requirements ▪ Complete quiz 1 ▪ Read chapter 2 and complete breakout questions
Week 11	**Class 2: Effective Communication** ▪ Exploring five important communication skills ▪ Reviewing the four attributes of an advisor that facilitate meeting and communicating with clients **Initial Meeting Role Play with Guest Advisor**	▪ Complete quiz 2 ▪ Begin Sales planning project 1 (due class 8) ▪ Read chapter 3 and complete breakout questions
Week 12	**Class 3: Meet with the Prospect** ▪ Learning the dominant-need and total-needs approaches and single- and multiple-meeting approaches ▪ Overview of ways to conduct the initial discussion **Make a Recommendation Meeting Role Play**	▪ Complete quiz 3 ▪ Begin Action project 1 (due class 5) ▪ Read chapter 4 and complete breakout questions
Week 13	**Class 4: Gather Information and Establish Goals** ▪ Exploring the objectives of the discovery process and techniques and skills used in the process ▪ Exploring the discovery interview with a client **Financial Planning & Client Goals Demonstration**	▪ Complete quiz 4 ▪ Begin Action project 2 (due class 6) ▪ Read chapter 5 and complete breakout questions
Week 14	**Class 5: Analyze the Information** ▪ Identifying the objectives of the analysis step ▪ Discussing potential employer and insurance benefits ▪ Assessing the client's current financial condition and completing a post-analysis review **Insurance Overview**	▪ Complete quiz 5 ▪ Submit Action project 1 ▪ Begin Sales planning project 2 (due class 7) ▪ Read chapter 6 and complete breakout questions ▪ Read case study: life insurance analysis methods
Week 15	**Class 6: Develop and Present the Plan** ▪ Identifying the objectives for presenting the plan ▪ Learning to evaluate solutions and make recommendations ▪ Explaining how to present the plan **Wealth Management Overview**	▪ Complete quiz 6 ▪ Submit Action project 2 ▪ Begin Sales planning project 3 (due class 8) ▪ Read chapter 7 and complete breakout questions ▪ Read case study: life insurance plan development
Week 16	**Class 7: Implement and Service the Plan** ▪ Transitioning to the implementation discussion and managing the implementation activities ▪ Monitoring the plan and providing client service **Learn About LPL Business Solutions**	▪ Complete quiz 7 ▪ Sales planning project 2 (due) ▪ Read chapter 8 and complete breakout questions
Week 17	**Class 8: The Way of the Trusted Advisor** ▪ Learning the requirements imposed by the Code of Ethics of The American College of Financial Services ▪ Identifying the best practices of an ethical advisor **Review for the Final Exam**	▪ Complete quiz 7 ▪ Sales planning project 1 (due) ▪ Sales planning project 3 (due)
Week 18	**Required post-program activities**	▪ Study for and take final exam ▪ Exam must be completed within 2 weeks of class 16