Metrics Manual

Table of Contents

Dashboard Overview

The **Dashboard** is the overall screenshot into your business. This will display all your business that hasn't yet been submitted but that has an application started, all pending submitted business, and all business that has been completed and paid.
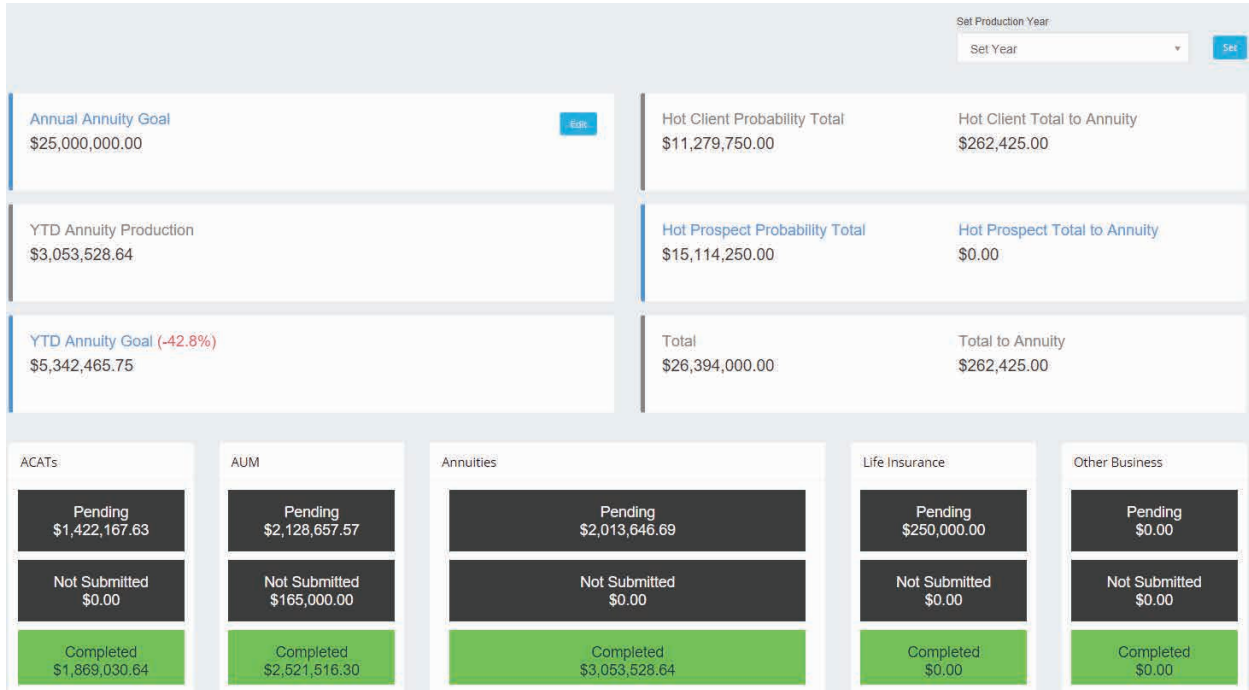
Annual Annuity Goal is the only place in the Dashboard where information can be inputted manually. You can edit this by following the steps below.

Step 1: Click 'Edit.'

Step 2: Add annual annuity premium yearly goal.

YTD Annuity Production will show you the exact year-to-date annuity production for what you've completed and been paid.

YTD Annuity Production
$3,053,528.64

YTD Annuity Goal will show you where you should be at that moment in order to meet your yearly annuity goal.

YTD Annuity Goal (-42.8%)
$5,342,465.75

The **Hot Client** and **Hot Prospect Probability Totals** are two of the most important items you will see on the Dashboard. These represent how much money you currently have at your fingertips that you have a realistic chance of closing within the next three months.

The **Hot Client** and **Hot Prospect Totals to Annuity** show how much of the assets you are attempting to capture will probably become annuity business. This is all entered in the **Clients/Prospects** section.

Hot Client Probability Total
$11,279,750.00

Hot Client Total to Annuity
$262,425.00

Hot Prospect Probability Total
$15,114,250.00

Hot Prospect Total to Annuity
$0.00

If you click on either of these two fields, it will open those corresponding metrics sheets for an in-depth look at all the names, dollar values, and contact dates associated with those opportunities.

Hot Clients - $435,000.00

Show 10 entries

Client Name	Last Contact	Follow Up	Probable ACAT Size	Closing Probability	Probability Weighted Outcome	Total To Annuity
Andrew Smith	03/15/2017	04/15/2017	$300,000.00	75%	$225,000.00	$112,500.00
Peter Pan	03/20/2017	04/01/2017	$280,000.00	75%	$210,000.00	$210,000.00

ACAT, AUM, Annuity, Life Insurance, and **Other Business** can be found down at the bottom of the Dashboard. This will display all the business that hasn't yet been submitted but that has an application started **(Not Submitted)**, all pending submitted business **(Pending)**, and all the business that has been completed and paid **(Completed)**. This is just an insight into all your business, and no data is manually entered here.

ACATs	AUM	Annuities	Life Insurance	Other Business
Pending $1,772,443.62	Pending $2,128,657.57	Pending $1,717,746.00	Pending $250,000.00	Pending $0.00
Not Submitted $0.00	Not Submitted $165,000.00	Not Submitted $0.00	Not Submitted $0.00	Not Submitted $0.00
Completed $1,795,552.01	Completed $2,487,863.31	Completed $3,349,429.33	Completed $0.00	Completed $0.00

ACAT stands for Automated Client Account Transfer. This is when we move money from another broker or account into our clearing house. We now become the 'broker on record' and can liquidate and allocate the assets. Our typical sales process would be to ACAT the assets, then have the BBI meeting to liquidate/allocate the assets.

AUM stands for Assets Under Management. This is when we are actively managing the money for our clients. Sound Income Strategies would be an example of our group that actively manages the investments for our clients.

Annuities is self-explanatory. This is where we track all Not Submitted, Pending, and Completed annuity business.

Life Insurance is where we track all Not Submitted, Pending, and Completed life insurance policies. This is not mandatory to track here, but we added it for your convenience.

Other Business is where you can track any other business that you may be doing such as Tax Returns, Medicare, Long-Term Care, etc. This is not mandatory to track here, but we added it for your convenience.

Adding a Client/Prospect

Step 1: On the left navigation menu, click on the 'Clients/Prospects' button**.**
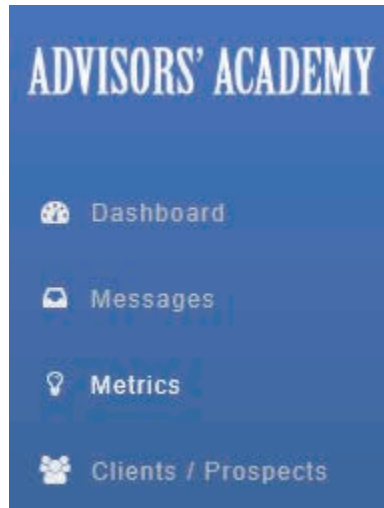
Step 2: On the right side, click on the blue 'Add Client/Prospect' button.

Step 3: The 'Add Client/Prospect' pop-up will appear, and the only mandoatory data to enter will be:

   • First Name

   • Last Name

   • Event/Lead Source

Note: Do not worry about entering the address, phone number, etc. as you already have this information in your CRM.

Step 4: Choose the correct 'Event/Lead Source' based upon if they are an exisiting client you are doing additional business with, an unsolicited referral (name that was given to you voluntarily), solicited referral (name that you used the 'Mother Teresa' script to gain), or a prospect who attended a specific event.

Note: You must enter an event first in order to select it in this field. See the section **Adding an Event/ Lead Source.**

Step 5: Click on 'Scheduled an Appt.?' to add the date of the last appointment with this client/prospect. You can click anywhere on this button to change.

Note: You must add an appointment date for any new business added. This directly affects your **Appointment Kept Ratios.** A reminder will pop up when trying to add new business if this date is not set.

Yes	Scheduled an Appt.?

First Appt. Date

MM/DD/YYYY

Second Appt. Date

MM/DD/YYYY

Third Appt. Date

MM/DD/YYYY

Note: When entering a date anywhere in the metrics system, *always* use the little pop-up calendar! If you attempt to type in the date, it will cause an error in the metrics system and it will not save the date entered. You *must* use the calendar to select the date.

Actual Premium Paid Date

‹	March 2017	›

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	**23**	24	25
26	27	28	29	30	31	1

Step 6: After the appointment, if the prospect has assets, you must select the 'Has Assets' button.

Yes	Kept Appt?

Yes	Has Assets

Note: This is important because it directly affects your **Closing Ratios.** If you meet with a prospect that has no assets, and we cannot help them, it should not count against your closing ratios. If you select any type of new production, it will automatically change to 'Yes: Has Assets.'

Step 7: If the client/prospect has assets and we have a realistic chance of closing them in the next 3 weeks, click on 'Hot Prospect' or 'Hot Client.'

Step 8: Enter the 'Date of Last Contact' and the 'Follow Up Date.' Remember to only use the pop-up calendar to manually enter the date. Do not manually enter the date.

Step 9: You can enter the total assets you are trying to close in the 'Probable ACAT Size.' Even if you are not going to ACAT the money, this is where you would enter the dollar value of the assets you are trying to gather.

Note: This information needs to be gathered from the advisor, and the easiest way to do this is for the advisor to state this information in their voice dictation of meeting notes.

Step 10: There are 3 choices for the 'Probability of Closing.' 25% would be less likely to close, 50% could go either way, and 75% would be very likely to close on the assets.

Note: This information needs to be gathered from the advisor, and the easiest way to do this is for the advisor to state this information in their voice dictation of meeting notes.

Step 11: The 'Probable percentage to Annuity' is how much of the assets would be going towards the annuity.

Note: This information needs to be gathered from the advisor, and the easiest way to do this is for the advisor to state this information in their voice dictation of meeting notes.

Step 12: If you would like to add notes about where the money is coming from, where it is going, or anything else about the client/prospect, you may enter it in the 'Comments' section.

Adding Multiple Clients/Prospects

To add multiple clients/prospects you can do so using the **CSV Import** function at the bottom of the Clients/Prospects page. You may want to download a list of clients/prospects from your CRM or upload all the attendees from a workshop, etc.

CSV Import
Make sure your CSV file has these fields:

- firstname (fname, first name, First Name)
- lastname (lname, last name, Last Name)
- email (Email)

Browse...   UPLOAD

Note: Make sure the excel spreadsheet has the correct column titles as seen above. Then, save the excel spreadsheet as a CSV file to upload.

Adding an Event/Lead Source

In order to tag a Client/Prospect to a specific event or lead source, you must create and add that event/lead in the metrics.

Step 1: On the left navigation menu, click on the 'Metrics' button.
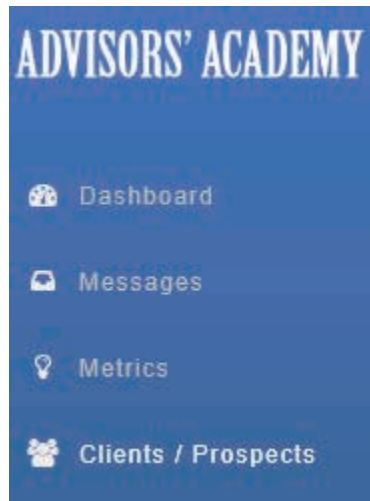
Step 2: When you go to the **Metrics** page, click on the 'Create Event' button.

Step 3: The **Add Event** entry form will appear. Start by adding the 'Date' with the pop-up calendar.

Note: If you do a mailer with two dates and times, enter them as separate events so we can track them individually. You will divide mailer size and costs in half for each of these events.

Step 4: Add the venue in the 'Location' field.

Step 5: Add the 'Zip Codes Used' for the mailing.

Step 6: Add the 'Filters Used' for the mailing.

Step 7: You can choose if you want to add a 'Description' about that event, but it is not required.

Step 8: Choose the type of 'Event/Lead Source.' The drop-down box will list all the Bull's-Eye Marketing sytems as well as several others commonly used. We also added Other 1-3 and Workshop 1-3 in case you are doing some marketing outside the realm of what we recommend, so we can track those methods as well.

Event Metrics

Event Type *

[-]

Step 9: Input the number of maillers sent in the 'Number of Mailers' section, and add the 'Cost of Mailers.'

Note: If you do a mailer with two dates and times, enter them as separate events so we can track them individually. You will divide mailer size and costs in half for each of these events.

Number of Mailers

[   ]

Cost of Mailers

[$ 0.00]

Step 10: If you do advertising in newspapers, magazines, etc., you can add that in 'Number Of Ads' and 'Cost of Ads.'

Number of Ads

[   ]

Cost of Ads

[$ 0.00]

Step 11: Any other advertising invites can be added to the 'Other Invites' and 'Cost of Other Invites.'

Other Invites

[   ]

Cost of Other Invites

[$ 0.00]

Step 12: After the event, you will be able to enter the 'Total Responses.' This will be the total number of RSVPs you received for that event. This will affect your **Response Ratios**.

Total Responses *

[   ]

Total Attended

[   ]

Total Buying Units Attended

[   ]

Step 13: Add the 'Total Attended,' which will be the overall number of attendees that showed up for that event. This will affect your **Attendance Ratios**.

Step 14: All couples will count as one buying unit. Out of all the attendees, determine how many buying units were there, and place this number in the 'Total Buying Units Attended' field. The **Appointment Setting Ratio** will be determined based on the 'Total Buying Units Attended.'

Note: For example, if you had 20 people attend, and they were all couples, then it would be 10 buying units.

Step 15: After the event and confirmation calls have been made, you may then enter the prospects that set appointments on the **Clients/Prospects** page. Refer to the **Adding a Client/Prospect** section of the Metrics Manual.

Note: You do not have to enter everyone that attended, just the ones that set appointments. If you want to just use the **'CSV Import' feature** on the **Clients/Prospects** page, you can just add the whole list from an Excel CSV file.

Important Notes on Adding Events

TaxPro

If you have a tax practice, you can just add one event labeled **TaxPro** in the the drop-down choices. For this event, you can use the date January 1, 2017. This will be ongoing throughout the year since we set additional appointments with tax clients. The **Total Responses** will be the total number of Tax Returns done. All delivery meetings done by the advisor should be entered in as an appointment. This is important, as we want to see the closing ratios of these prospects.

Radio

If you have a radio show, you can just add one event labeled **Radio** in the the drop-down choices. For this event, you can use the date January 1, 2017. This will be ongoing throughout the year since we set additional appointments with radio prospects. The **Total Responses** will be the total number of call-ins to the 800 service number. All meetings with these prospects in the office or by phone should be entered in as appointments. This is important, as we want to see the closing ratios of these prospects.

WiserAdvisor/Paladin/Advisor World

If you use WiserAdvisor, Advisor World, or Paladin, you can just add one event labeled **WiserAdvisor, Advisor World,** or **Paladin** in the the drop-down choices. For this event, you can use the date January 1, 2017. This will be ongoing throughout the year since we set additional appointments with these prospects. The **Total Responses** will be the total number of leads received. All meetings with these prospects in the office or by phone should be entered in as appointments. This is important, as we want to see the closing ratios of these prospects.

Adding a Production Entry for a Client/Prospect

Step 1: If the client/prospect has already been added in the metrics system on the **Clients/Prospects** page, then use the search feature on the left side to find their name.
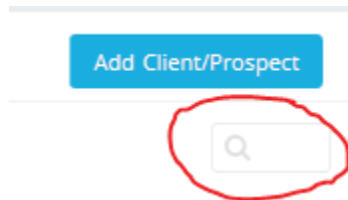
Then, click on their name to open the clients/prospects Entry field. If they have not been entered, then you can click on the 'Add Client/Prospect' button. Refer to the **Adding a Client/Prospect** section of the Metrics Manual.

Step 2: At the bottom of the **Client/Prospect** entry field, you will see buttons for AUM, ACAT, Annuity, Life, and Other.

If you select any of these buttons and hit the 'Save' button, the **Edit Production Entry** field will pop up.

EDIT PRODUCTION ENTRY

Client / Lead *

Coxless, Steve - Radio in Radio 01/01/2016

Production Type *

Annuity

FMO *

Choose an FMO...

Company

American Equity

Product Name

Bonus Gold

Application Received and Not Submitted (Date)

2017-03-13

Application Amount

$ 400,000.00

Step 3: You can now enter in the data for the specific type of production you are doing for the Client/ Prospect.

Step 4: If you have an application that hasn't yet been submitted, but that has an application started, this would be entered in 'Not Submitted.' For Example: A prospect fills out an annuity app in the office and, before sending it out, we notice there is a signature missing. However, the prospect is out of town for the week, and we must wait to get the signature. In this case, it would be entered in 'Not Submitted.'

Note: When entering a date anywhere in the metrics system, *always* use the little pop-up calendar! If you attempt to type in the date, it will cause an error in the metrics system and it will not save the date entered. You *must* use the calendar to select the date.

Actual Premium Paid Date

< **March 2017** >

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
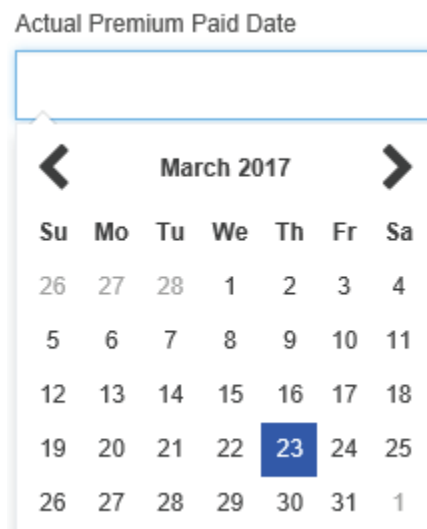
Step 5: If you fill out an application with a prospect and send it overnight to the carrier, this would be entered in the 'Pending' field.

Step 6: Once this application has been completed and paid, then you would enter the date in the 'Completed' field.

Note: For further details on how to change a client/prospect from **'Not Submitted'** to **'Pending'** or how to change a client/prospect from **'Pending'** to **'Completed,'** please see the **Production Status Changes to Client/Prospect** in the Metrics Manual.

Production Status Changes to Client/Prospect

There are 3 ways to change a Client/Prospect production status:

1. **The Dashboard**

2. **The Production Metrics page**

3. **The Specific Metrics page (ACAT, AUM, Annutiy, Life, or Other)**

All of these avenues can lead you to the **Edit Production Entry** pop-up for the client/prospect so you will be able to change their status from 'Not Submitted' to 'Pending' or 'Pending' to 'Completed.'

Option 1: The Dashboard

Step 1: Click on the corresponding field where you are making a client/prospect production change, and it will take you to the metrics sheet containing all the details of each case chronologically.

Step 2: Click on the Client/Prospect name on the above metrics page, and it will come up with the **Edit Production Entry** so you may edit them and add 'Submitted Date' or 'Paid Date.'

Option 2: The Production Metrics page

Step 1: On the left navigation menu, click on the 'Metrics' button**.**
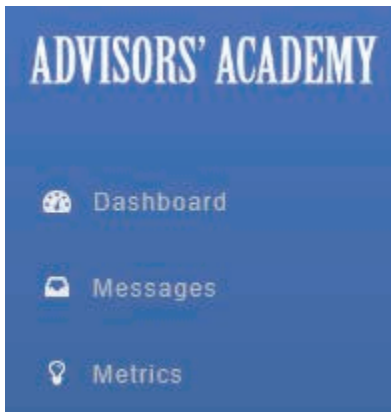
Step 2: Click on 'Production' under the **Metric Reports**.

Step 3: Search for the client/prospect name using the search feature on the right side. It has a grey magnifying glass icon, circled in red below.
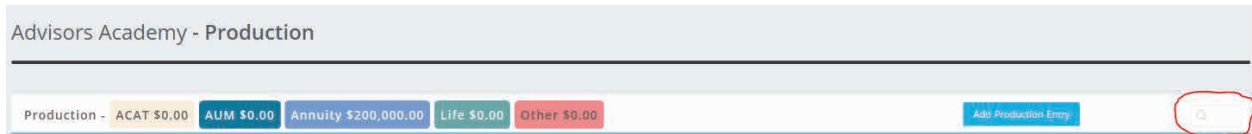
Step 4: Click on the Client/Prospect name, and it will come up with the **Edit Production Entry** so you may edit them and add **'Submitted Date'** or '**Paid Date.'**

Option 3: The Specific Metrics page (ACAT, AUM, Annutiy, Life, or Other)

Step 1: On the left navigation menu, click on the 'Metrics' button.
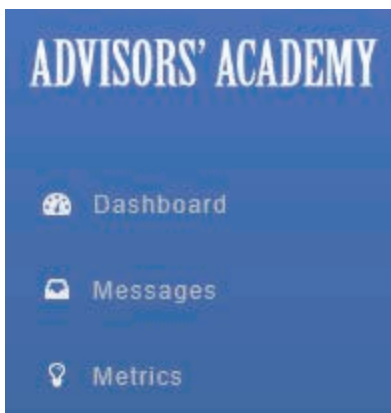
Step 2: Click on the appropriate metrics sheet where you will be editing the client/prospect production status under **Metric Reports**.

Step 3: Click on the Client/Prospect name whose production status you want to edit.

Step 4: The **Edit Production Entry** pop-up will appear, so you may edit them and add **'Submitted Date'** or **'Paid Date.'**

EDIT PRODUCTION ENTRY

Client / Lead *

Coxless, Steve - Radio in Radio 01/01/2016 ▾

Production Type *

Annuity ▾

FMO *

Choose an FMO... ▾

Company

American Equity

Product Name

Bonus Gold
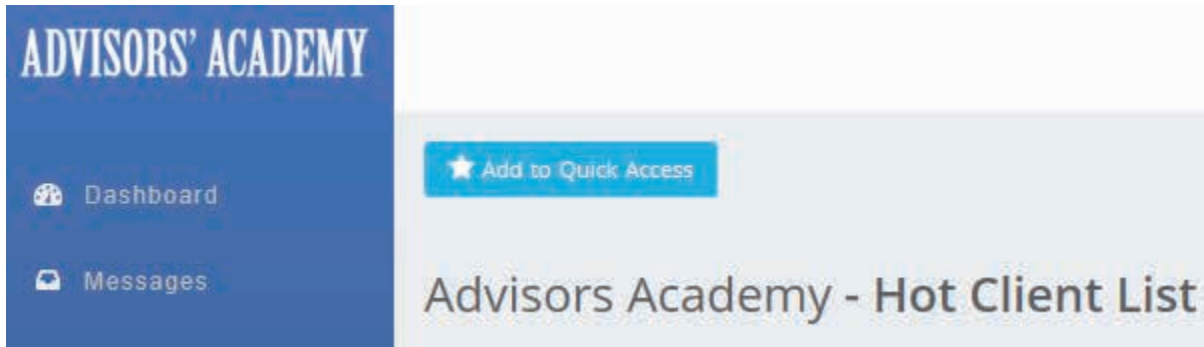
Application Received and Not Submitted (Date)

2017-03-13

Application Amount

$ 400,000.00

Commonly Asked Questions and Key Points

Q 1: What is the 'Add to Quick Access' button used for?

A: On the **Specific Metrics** pages (ACAT, AUM, Annutiy, Life, or Other), you can add them to the **Quick Access** list on the left navigation menu. Rather than having to go to the **Metrics** page and choose the **Specific Metrics** page you want, you now can just click the page on the left navigation menu.
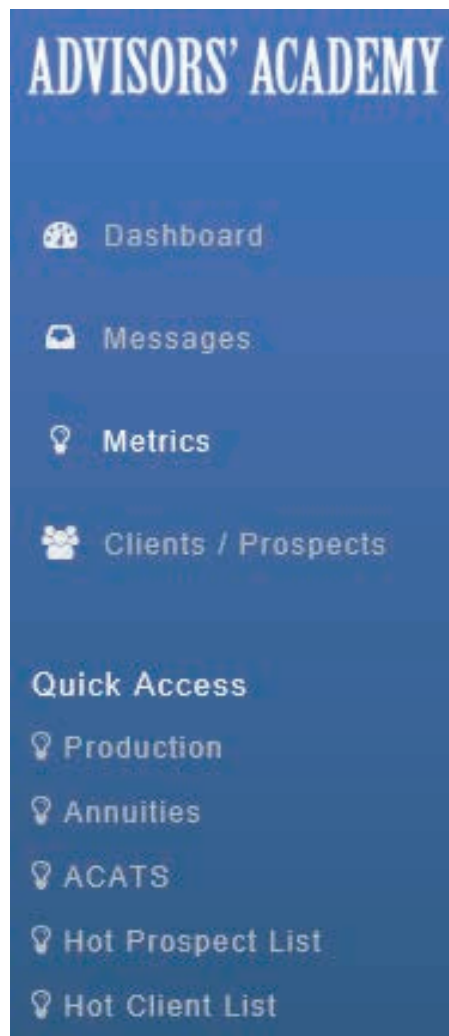
Q 2: What if I have a different seminar that is not listed in the 'Event Type?'

Event Metrics

Event Type *

-

A: We added Workshop 1, Workshop 2, and Workshop 3. You can assign any type of seminar or workshop you do to these options. We also added Other 1, Other 2, and Other 3 for anything else you want to track.

Q 3: Do you change the 'Event/Lead Source' for a client that attended a workshop in the past, became a client, and does additional business later?

Metric Details

Event / Lead Source *

RMD in Pompano Library 01/12/2016

A: No! Any client who does additional business after 1 year from the event and 1 year from becoming a client will count towards your production for existing clients.

Example: John Smith went to an RMD workshop in 2015, set an appointment, and became a client, moving $200K into AUM or an annuity. The metrics will associate the $200K with that RMD workshop. In 2017, John Smith inherits some money and adds $100K into AUM or an annuity. The metrics will automatically associate the $100K with existing clients because it has been over a year since they became a client, even though you will see that they are still tagged to the RMD event in 2015. Do not manually change the 'Event Type,' or it will change the metrics from 2015.

Q 4: A prospect ACATs money, then decides to move 50% into AUM and 50% into an annuity. Do you delete the ACAT after it's completed and enter in two **Production Entry** forms for AUM and annuity?

EDIT PRODUCTION ENTRY

Client / Lead *

Smith, Andrew - Client

Production Type *

ACAT

A: No. Once the ACAT money has cleared and the prospect has made the decision on where to allocate the funds, simply click on the 'Completed ACAT' button on the **Dashboard**. Then, select the client's name to change the **Production Entry** to either AUM or annuity. Change the dollar value and the date, then save. Then, add only one new **Production Entry** for the remainder of the assets.

Example: John Smith ACATs $400K. During the BBI meeting (allocations meeting), John decides he wants $200K in AUM and $200K in an annuity. Just click on the 'Completed ACAT,' change the 'Production Type' to annuity, and change the date and dollar value. Then, add a **Production Entry** for the remainder going to AUM.

Q 5: I can't upload my Excel list of Clients/Prospects using the CSV Import feature.

CSV Import
Make sure your CSV file has these fields:

- firstname (fname, first name, First Name)
- lastname (lname, last name, Last Name)
- email (Email)

Browse...   UPLOAD

A: Make sure the columns are labeled correctly (first name, last name, etc.), as shown in the picture above. Also, make sure you save it as a CSV file in Excel.