

CASE STUDY

# Unlock Growth Through Enhanced Client Discovery



## Challenge

A bank broker-dealer established a National Investment Center of registered professionals to support mass affluent clients' investment needs. The bank offered technical and basic product training on available investment solutions, yet saw their opportunity to capture assets and truly differentiate their service was not realized.



## Solution

Pershing's Advisor Practice Management Consultants worked closely with the leadership team and spent time with advisors in the National Investment Center to understand the nature and tenor of client calls. Identifying a lack of proactive, thoughtful client discussions, Pershing's Advisor Practice Management Consultants recommended training in client discovery skills and positioning solutions to client needs and goals.

21%

INCREASE IN AUM

**The client attributes their 21% increase in AUM to Pershing's advisor programs, which emphasize probing for needs and goals, allowing advisors to position appropriate solutions more effectively to clients.**

This case study is not intended to guarantee or represent that all firms will achieve the same or similar results.

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