

Are you an adviser who provides risk advice?

Then **WORTH PAYING FOR** should be on your bookshelf.

It will be your constant guide as you navigate new industry challenges and build a profitable, sustainable business.

If you provide advice on risk insurance, you're probably worried right now. Will your business survive under the new Life Insurance Framework (LIF)? **Sue Viskovic** argues that it will. Not only that, but the changes present a great opportunity to expand your client base, deepen client relationships and increase profitability.

Sue believes clients will pay for your advice if they see value - but only if you work out an optimum pricing structure, target selected clientele and communicate your value. Using her trademark straight-talking style, she explains how to review and reshape your business and shares the experiences of advisers who already charge fees.

*A companion to Sue's best-selling guide for financial advisers, **PRICING ADVICE**, this book will help you to:*

- Identify what type of clients are best for you and your business
- Appreciate the true value of the services you offer
- Understand the pros and cons of different pricing options
- Work out a pricing structure that suits your business – whether that includes commissions, fees or a combination of both
- Onboard new clients in a way that sells your value
- Answer questions such as “Should I really be charging for claims management?”
- Get closer to your clients and educate them.



If you advise your clients on their risk needs and your business is at a crossroads, buying this book is a great investment in your future.

SUE VISKOVIC has been helping professional advisers to improve their businesses for over 15 years and is a sought-after speaker and business mentor. Her consultancy, **Elixir Consulting**, provides business development advice, coaching and tools to financial and risk advisers around Australia.

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Unlocking the value of your RISK ADVICE SERVICE to ensure the successful future of your business and your clients.