



TRUSTED ADVISORS

TRUST IS EVERYTHING

Anchored in Trust

– Accelerating trust during the client engagement process

ANTON SWANEPOEL

BEST PRACTICE

trustedadvisor.co.za



POLL QUESTIONS

Current advisor challenges

From the questions below, please select your biggest current challenge in your practice.

1. Legislation and compliance
2. Keeping up with technology
3. Sufficient time to look after all my clients and meet all my responsibilities
4. Succession
5. None of the above

RESENT SURVEY RESULTS

17 June 2025

1. Sufficient time to look after all my clients and meet all my responsibilities
2. Keeping up with technology
3. Legislation and compliance
4. Succession
5. None of the above

Perspective & Approach

"I very frequently get the question:

'What's going to change in the next 10 years?'

And that is a very interesting question; it's a very common one.

I almost never get the question:

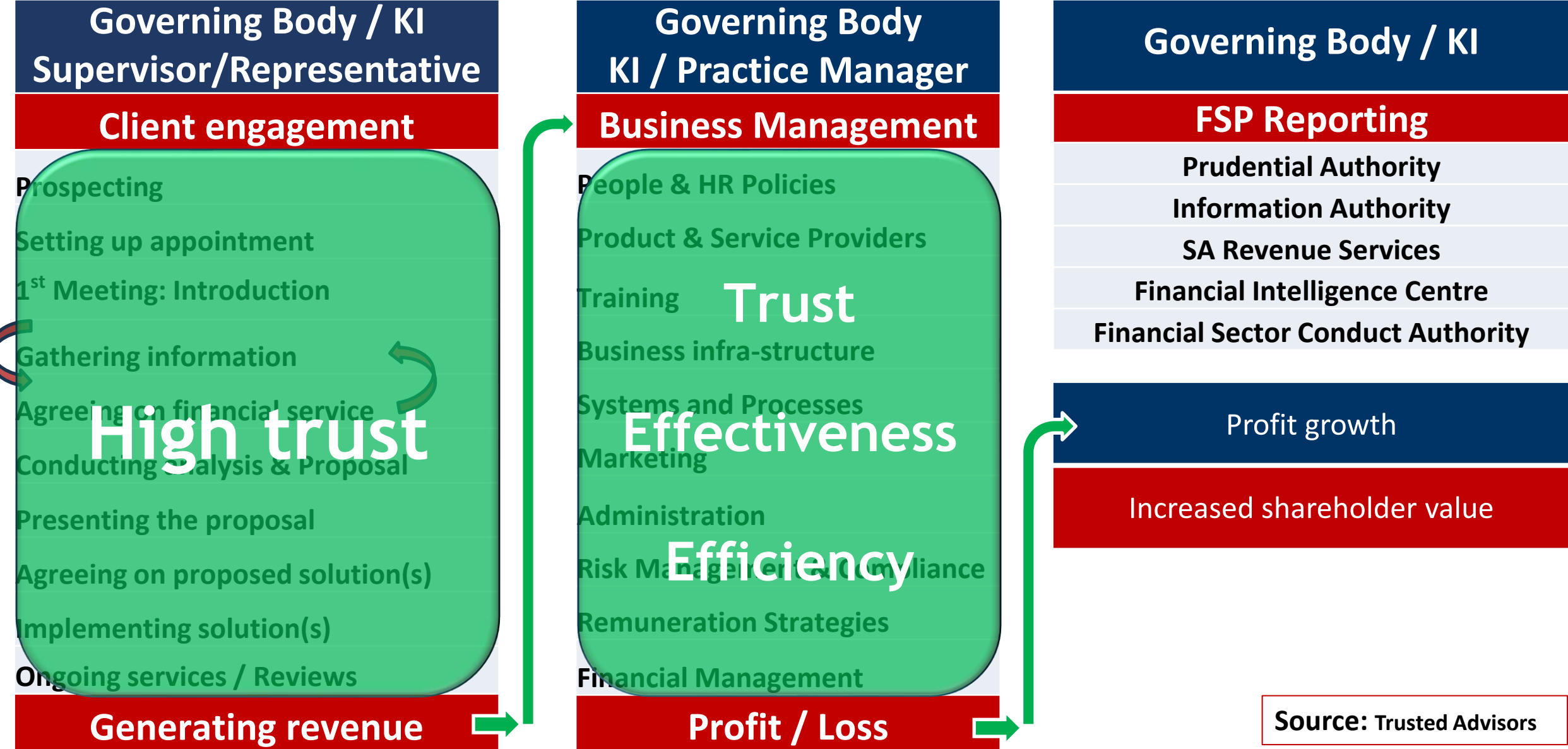
'What's not going to change in the next 10 years?'

And I submit to you that that second question is actually the more important of the two — because you can build a business strategy around the things that are stable in time.

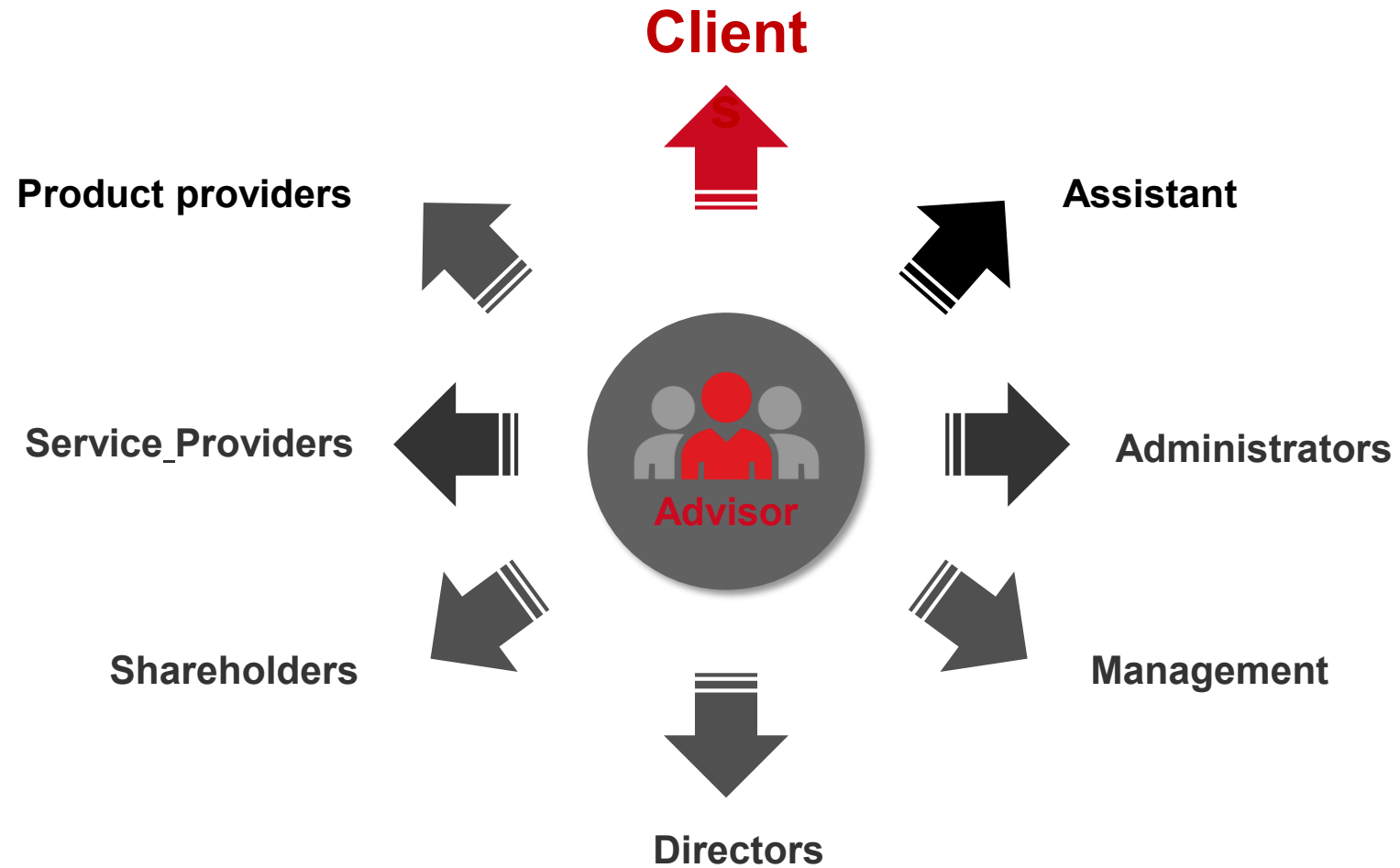


Jeff Bezos
Founder of Amazon.com

FSP Operational Framework



Stakeholders



Trust is fundamental to every business, regardless of the products it sells or the services it provides, regardless of its size or the number of people it employs.

Ultimately, **trust** is the glue that keeps all the stakeholders together and it lays a sound foundation for the business to prosper over the long term.



- *Author of The Corporate Citizen*
- *Chairman of the International Integrated Reporting Council*
- *Chairman of the King Committee on Corporate Governance in South Africa, which has published the King I, King II and King III Reports on Corporate Governance in South Africa*
- *Past President of the Commonwealth Association of Corporate Governance (CACG) which published principles of governance for the 54 countries in the Commonwealth*

Prof Mervyn King

Client engagement

The ten steps of professional client engagement and compliance framework

Process	Engagement	Best practice	Compliance	Technology	Adviser	Client
	Activities	Standards	Standards	Innovation	Experience	Experience
Step 1	Prospecting	High Trust		Efficiency		
Step 2	Setting up appointment					
Step 3	1 st Meeting: Professional introduction					
Step 4	Share info and gather client information					
Step 5	Agree on service to be rendered					
Step 6	Conduct an analysis and prepare report					
Step 7	Present proposal / recommendation(s)					
Step 8	Agree on financial plan and/or product(s)					
Step 9	Implement financial plan and/or product(s)					
Step 10	Ongoing rendering of (financial) services					

Accelerating trust during the client engagement process

The ten steps of professional client engagement and compliance framework

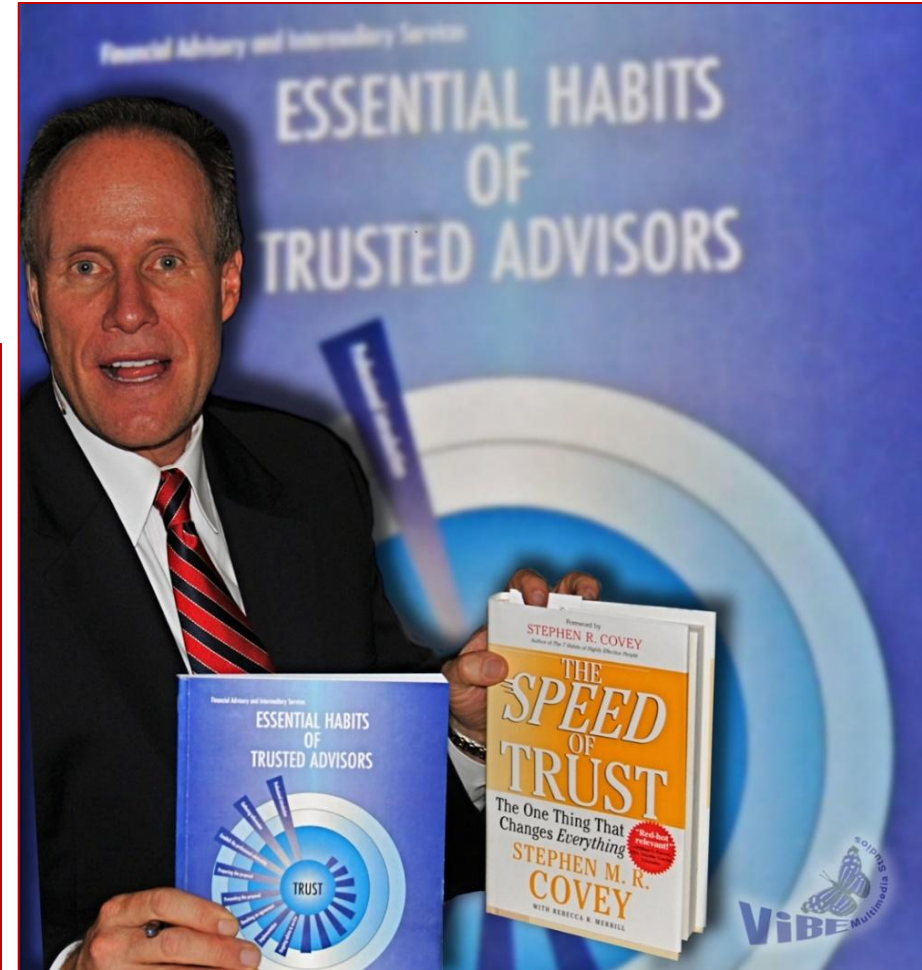
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The significance of trust for every financial advisor

As a financial advisor,
trust is part of the job description; an economic necessity.
Every service, every relationship, every transaction is based on trust.
There is no more important competency to master.

Stephen M. R. Covey,
author of The New York Times bestseller *The Speed of Trust*

Foreword in the book, *Essential Habits of Trusted Advisors*,
by Anton Swanepoel





The only
question in the
mind of your
client?

Can I TRUST you?

Would you
accept
financial
advice from
anyone you
do not trust?

Trust is a verb

The 10-step process

Prospecting

Set up appointment

Professional introduction

Gather information

Agree on services

Conduct an analysis &
Prepare report

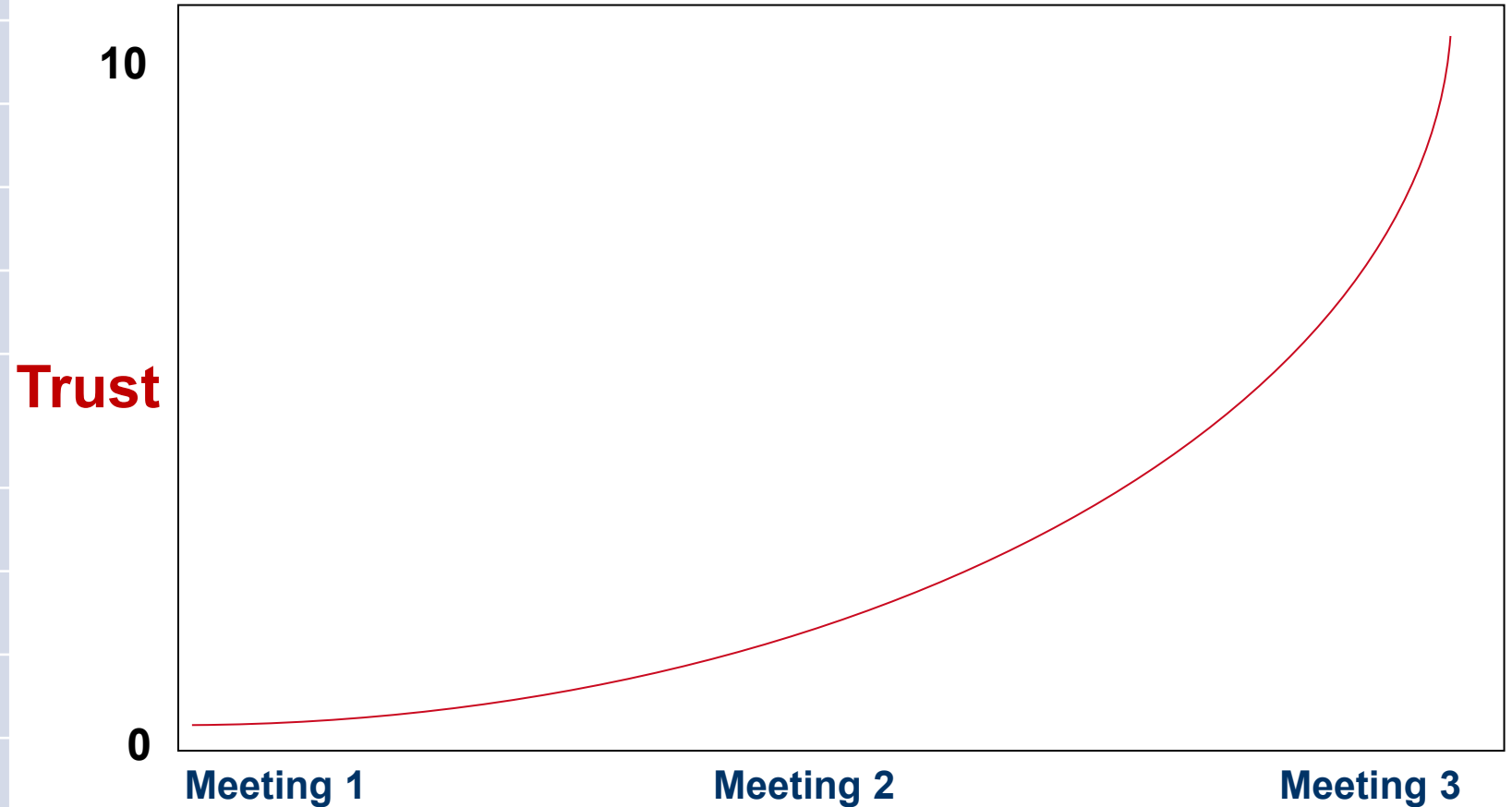
Present the proposal

Agree on product solution

Implement the solution

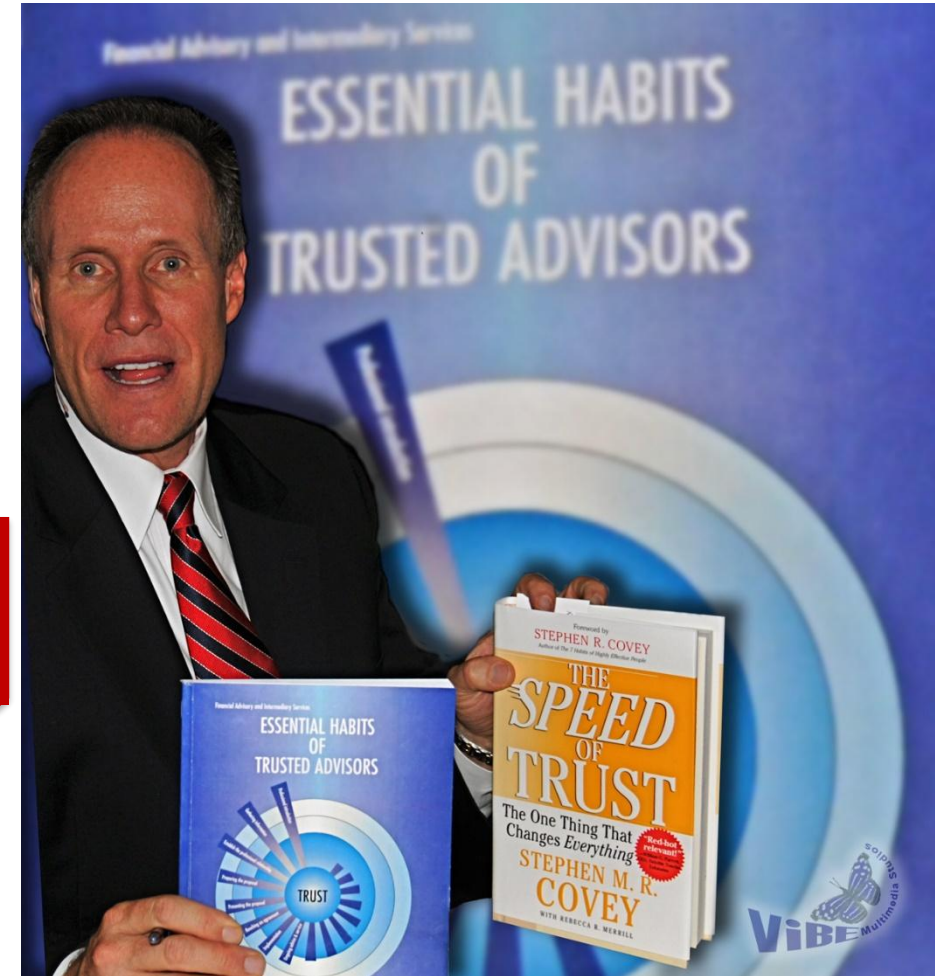
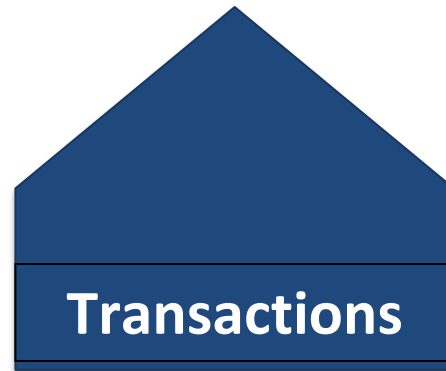
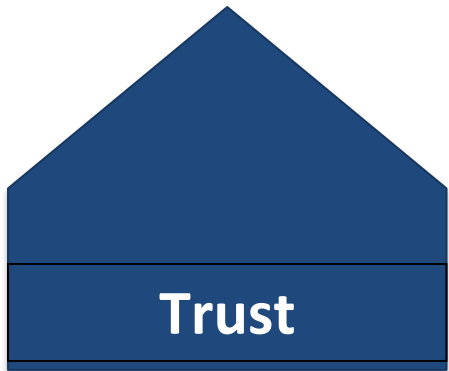
Ongoing advice & services

Income / Remuneration



Source: *Essential habits of trusted advisors*

The speed of trust



A world-class speed of trust case study

Berkshire Hathaway (Warren Buffet) bought McLane Distribution from Walmart a \$23 billion acquisition.



Accelerating trust – gaining a competitive advantage

The 10-step process

Prospecting

Set up appointment

Professional introduction

Gather information

Agree on services

Conduct an analysis &
Prepare report

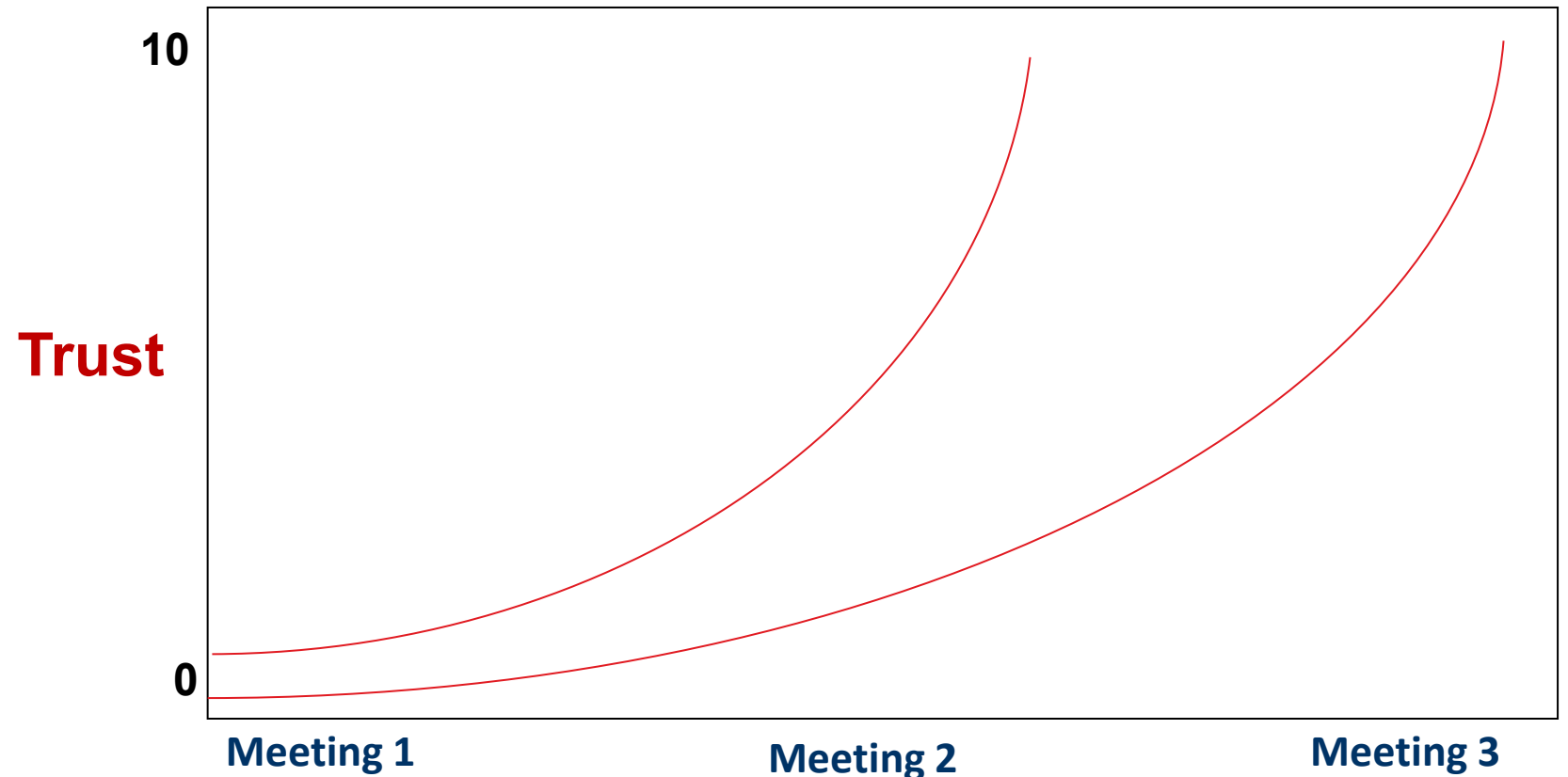
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Implement the solution

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Accelerating trust – gaining a competitive advantage

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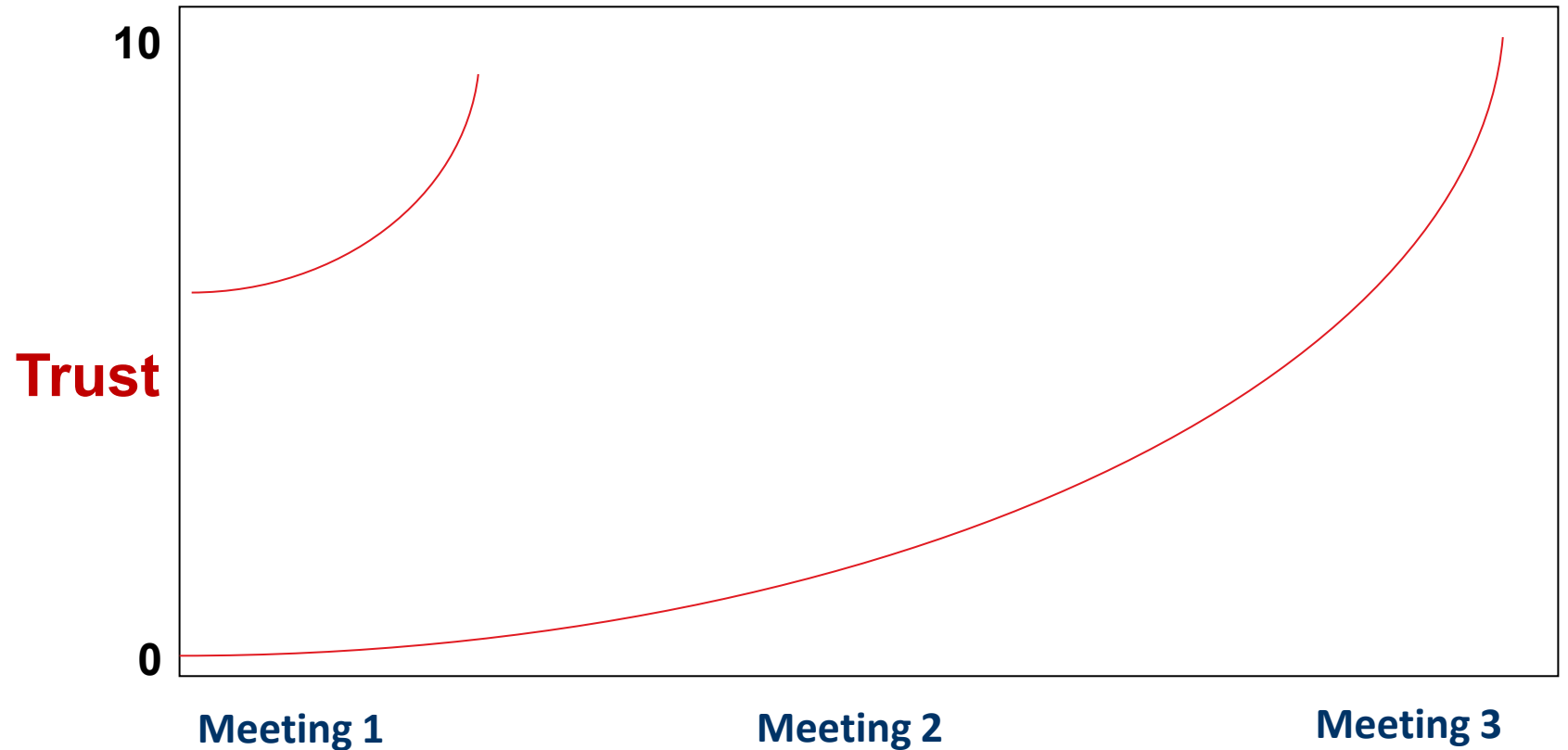
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Agree on product solution

Implement the solution

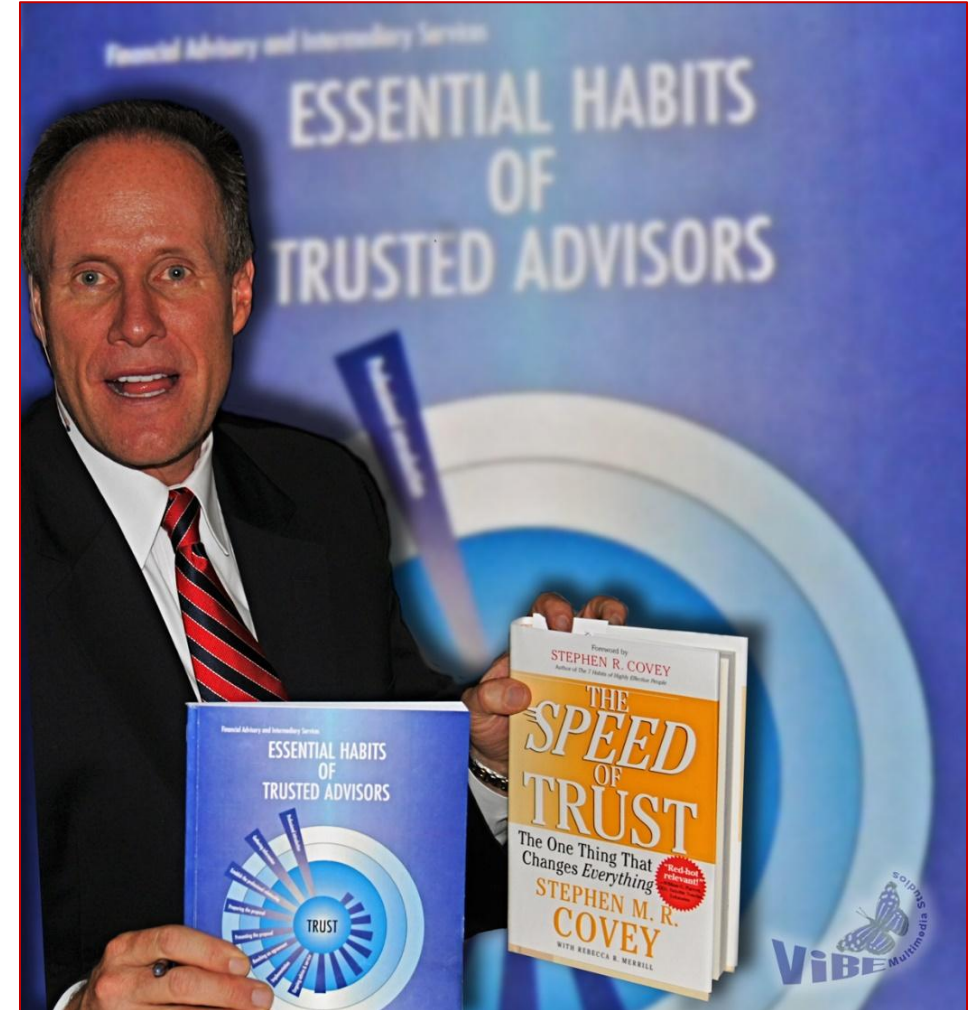
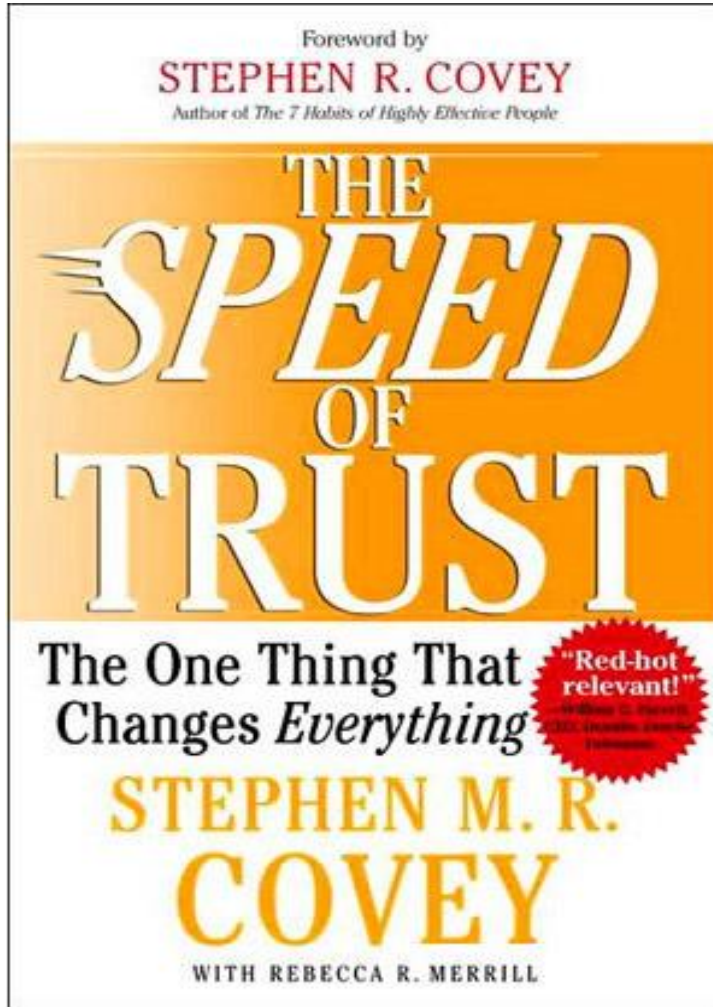
Ongoing advice & services

Income / Remuneration



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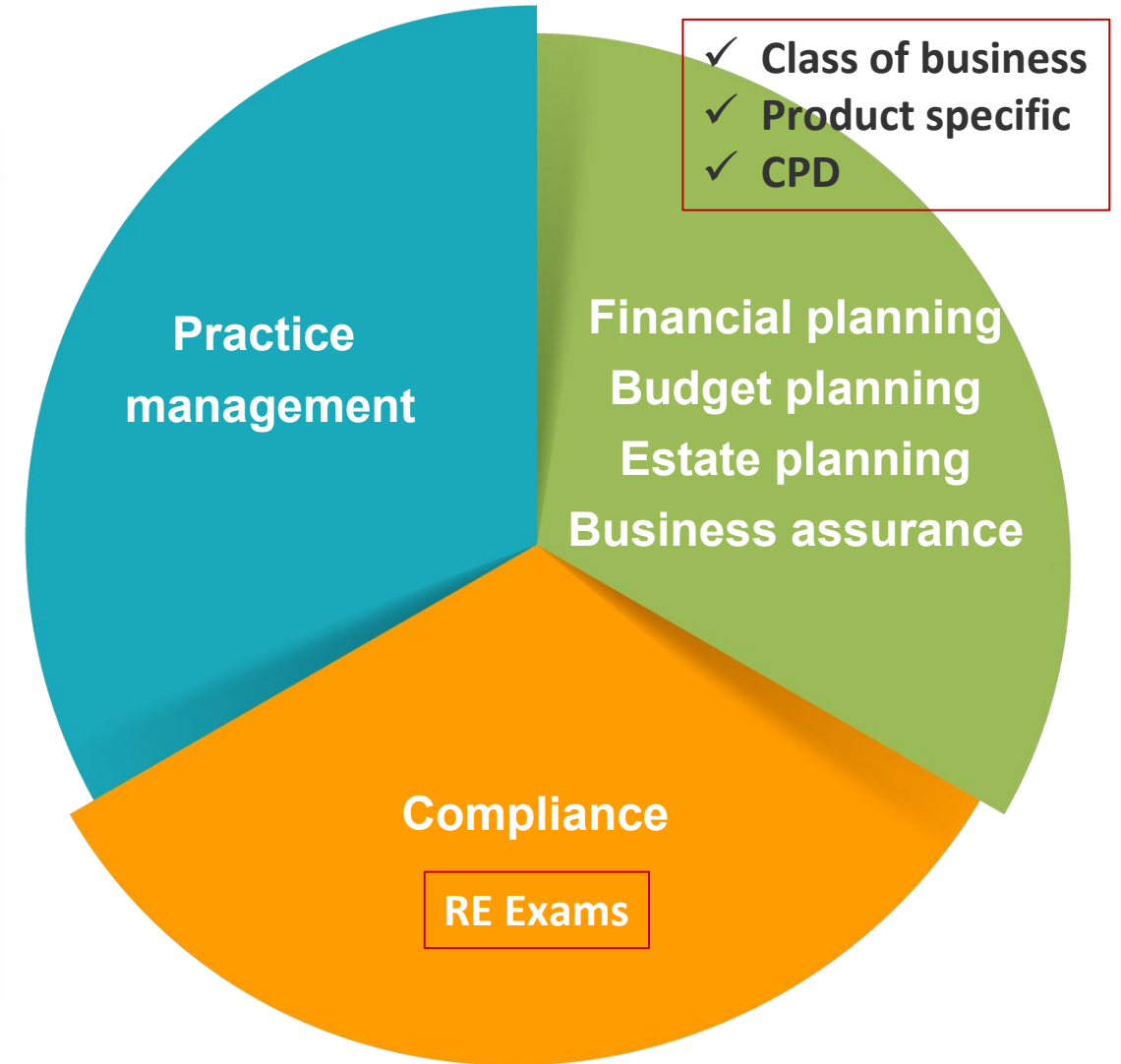
The 7 Cs of trust



Competence



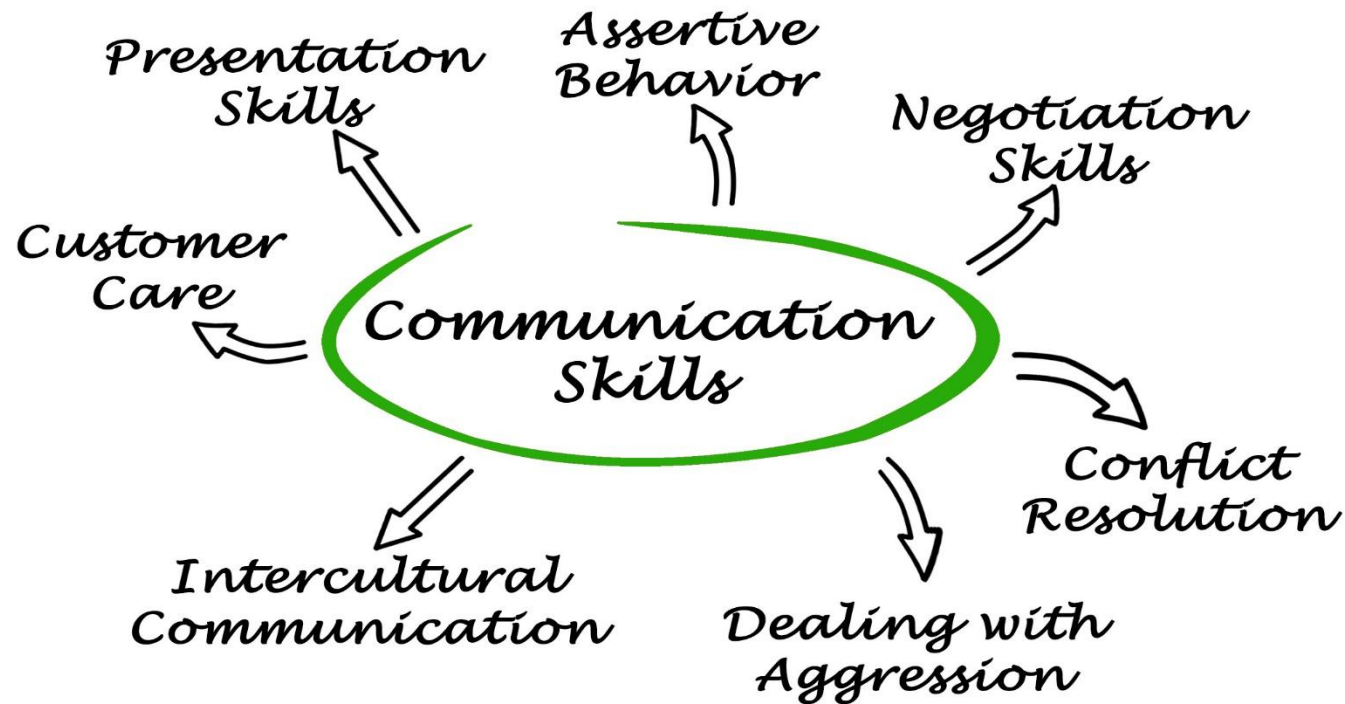
Competence



Communication

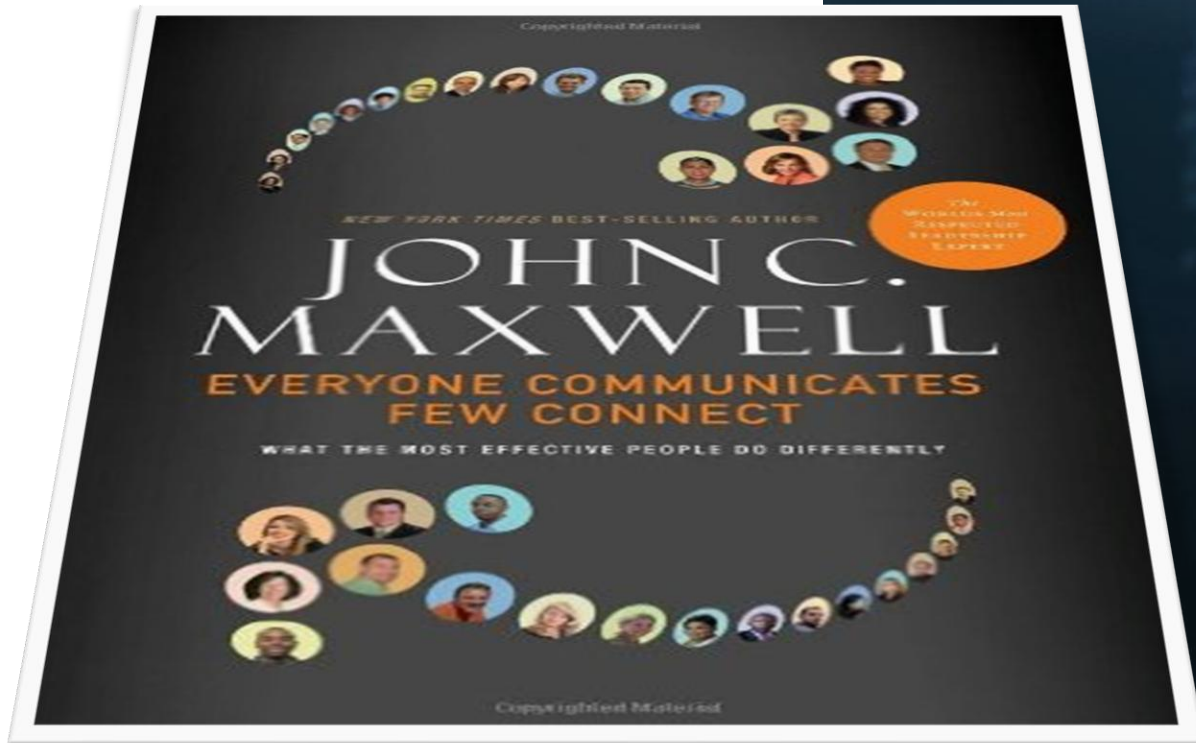


Communication

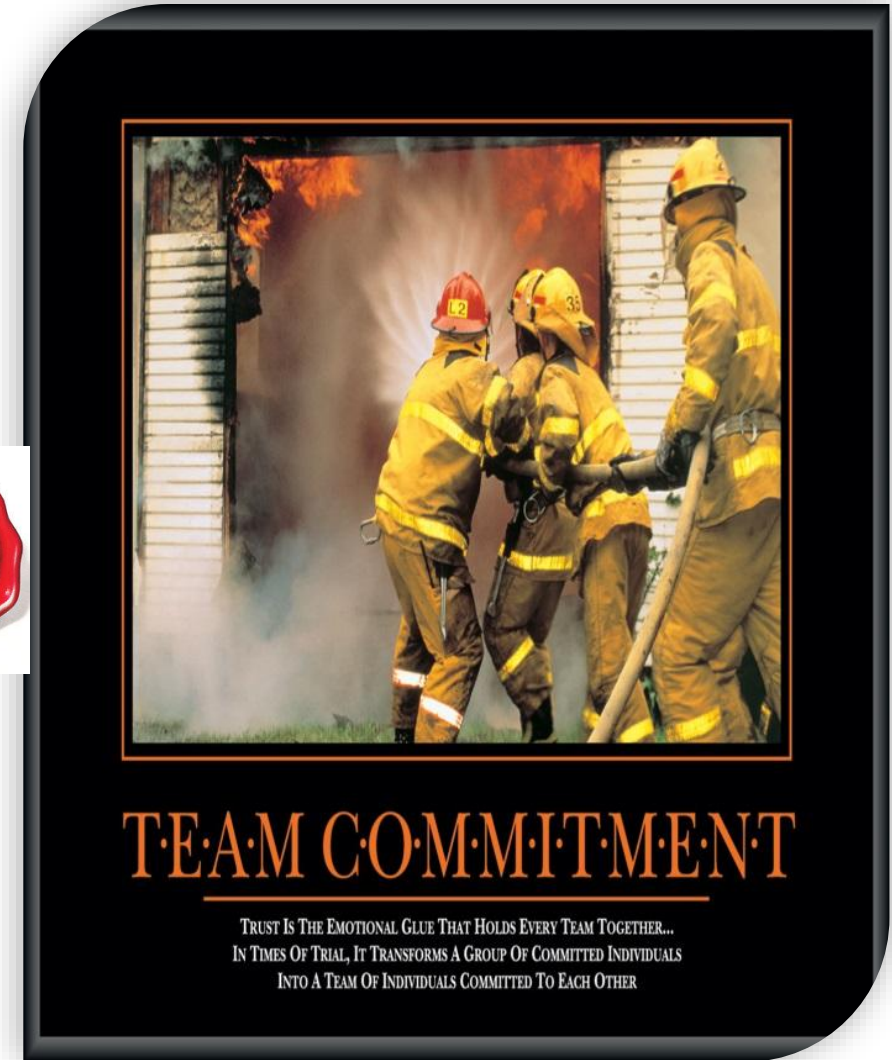
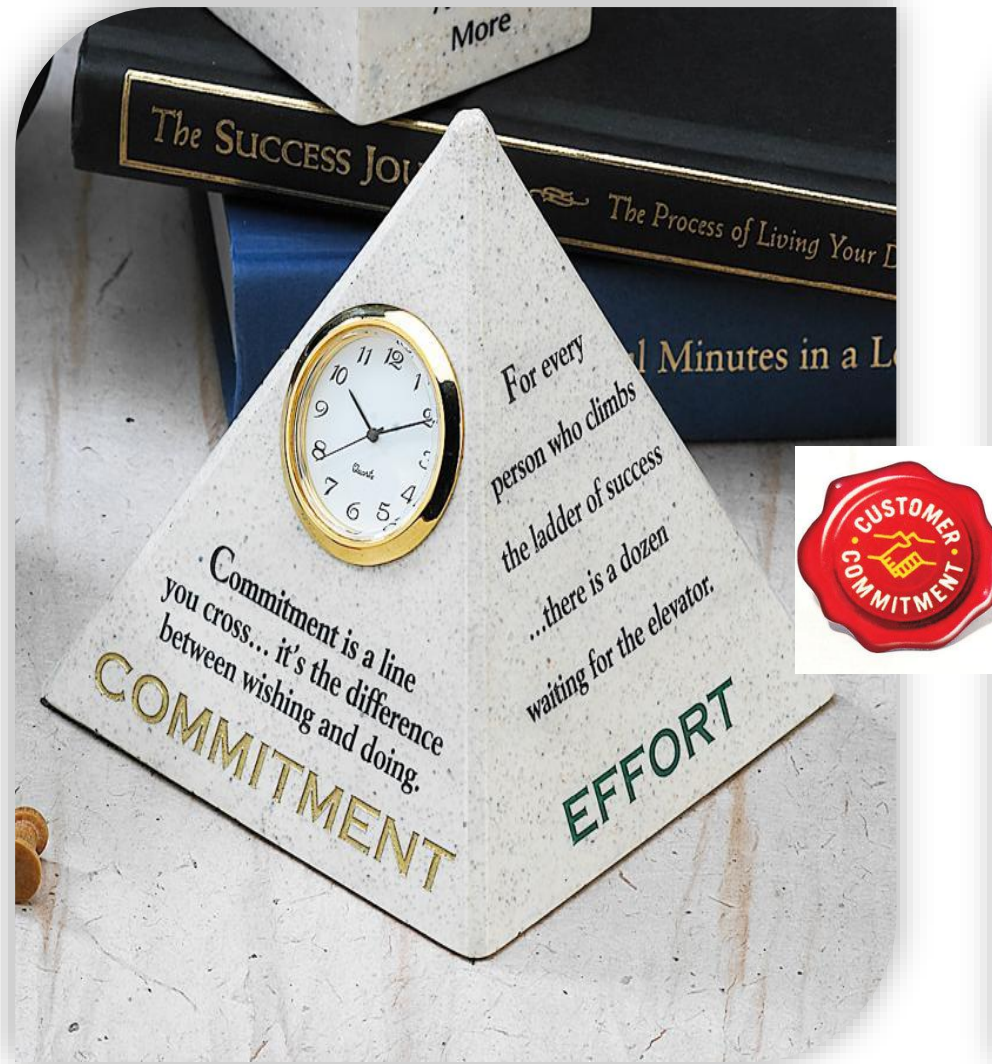


Building rapport
Asking the right questions
Active listening
Non-verbal communication

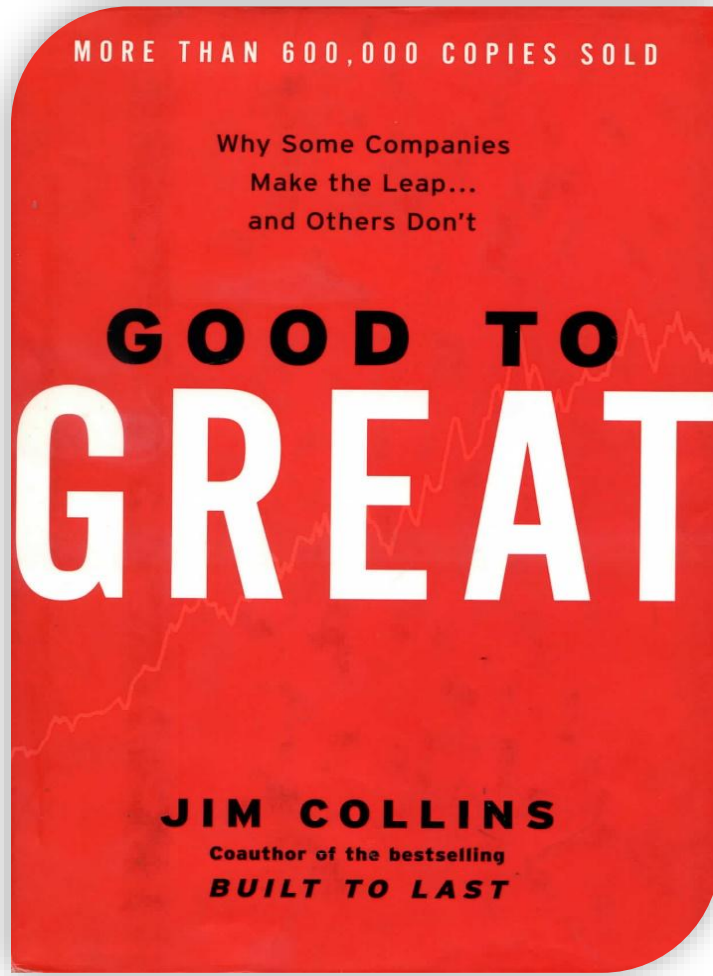
Connection



Commitment



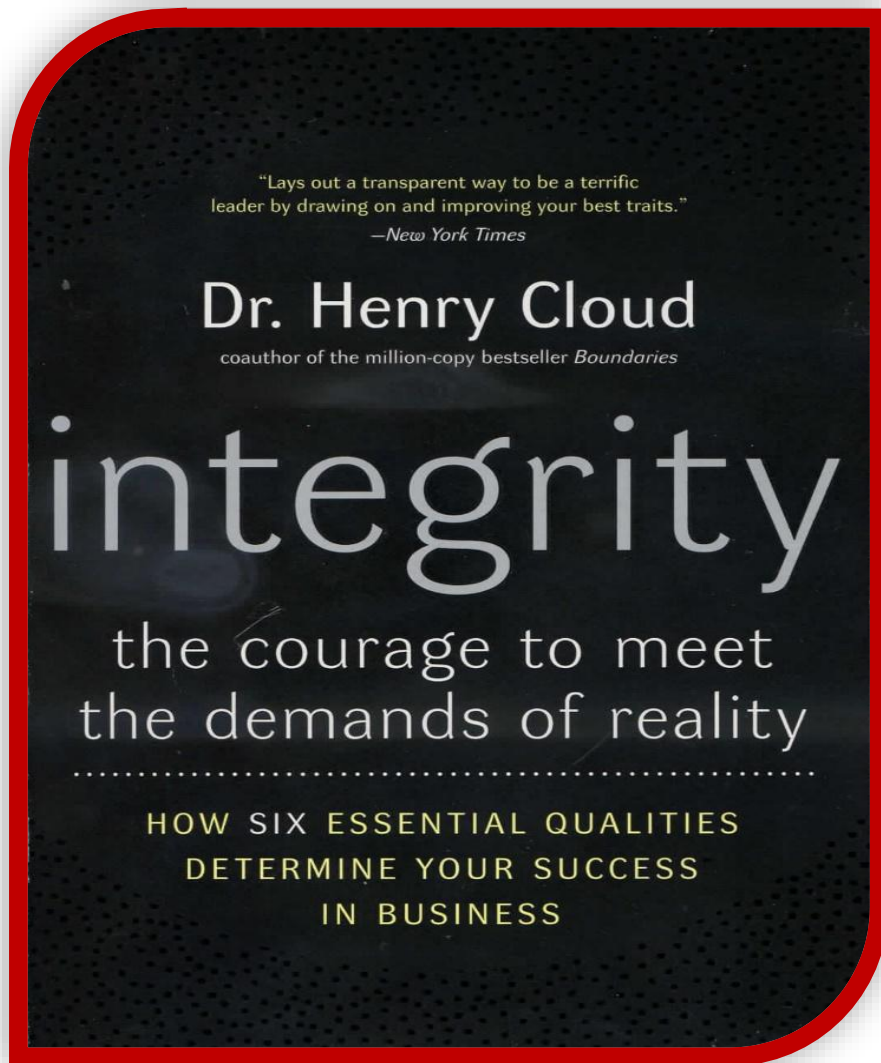
Commitment



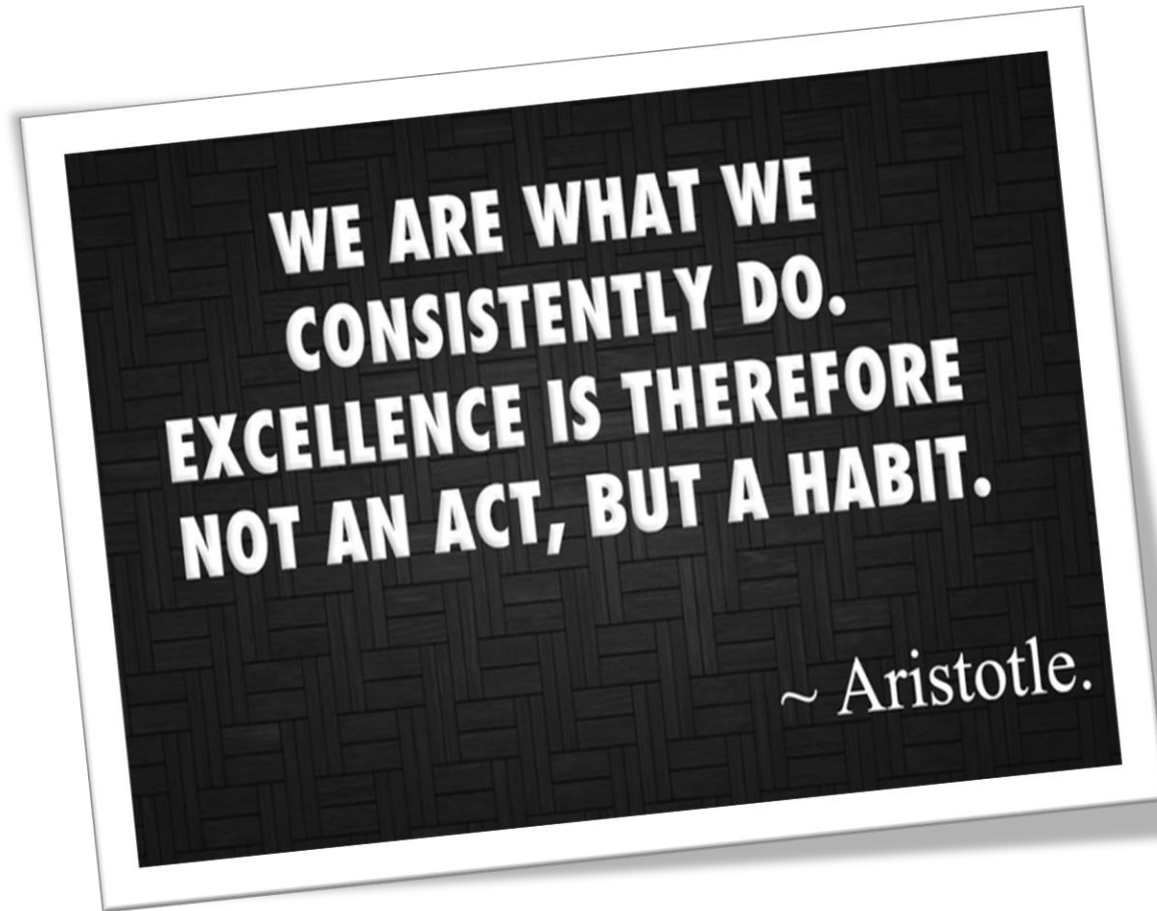
*“Throughout our research, we were struck by the continual use of words like, **disciplined**, rigorous, **dogged**, determined, **diligent**, precise, fastidious, systematic, **methodical**, **workmanlike**, demanding, consistent, **focused**, **accountable**, and **responsible**.”*



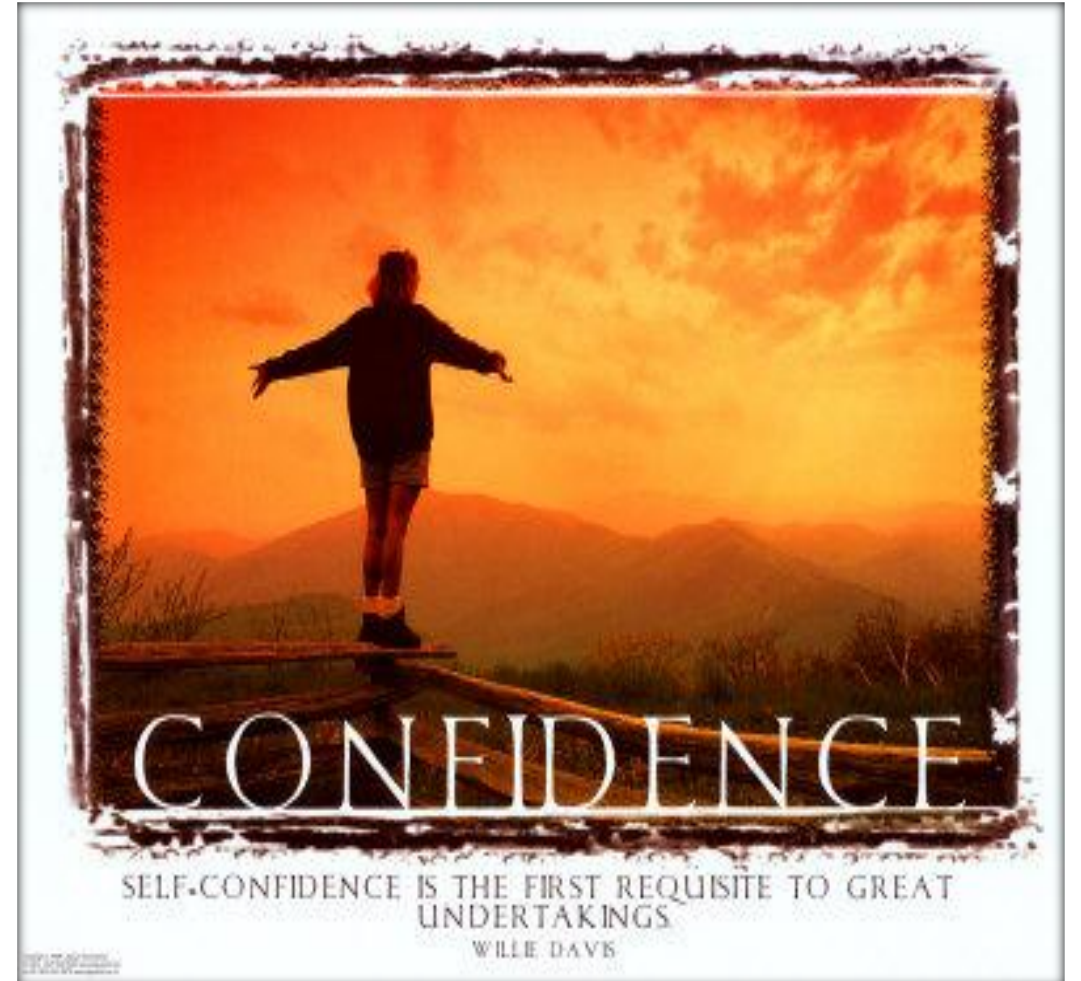
Character



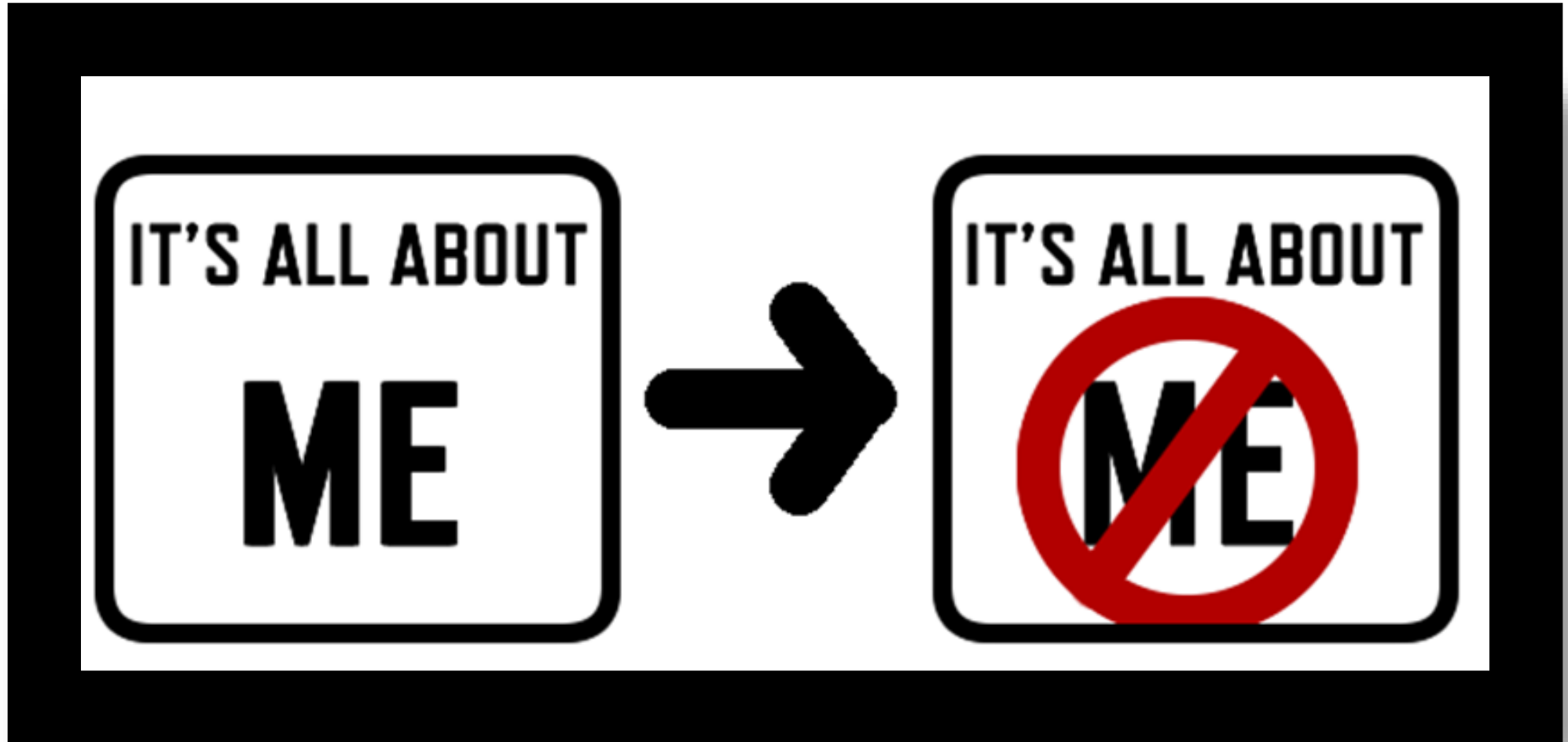
Consistency



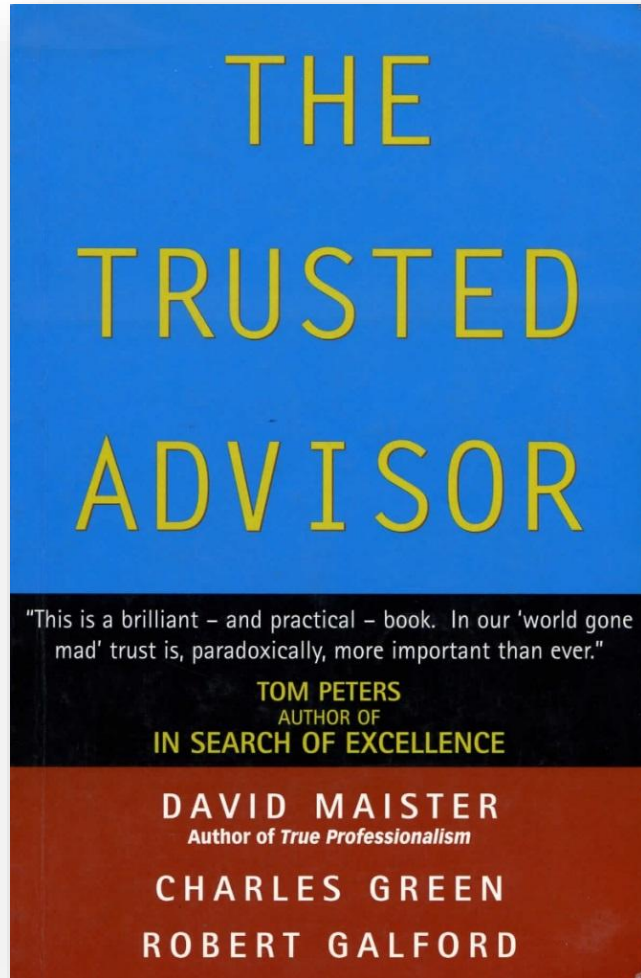
Confidence



Self-interest



The trust equation



$$T = \frac{C + R + I}{S}$$

Where:

T = Trustworthiness

C = Credibility

R = Reliability

I = Intimacy

S = Self-orientation

The trust equation rejuvenated

$$T = \frac{C(1) + C(2) + C(3) + C(4) + C(5) + C(6) + C(7)}{S}$$

Where:

T = Trustworthiness

C(1) = Competence

C(2) = Communication

C(3) = Connection

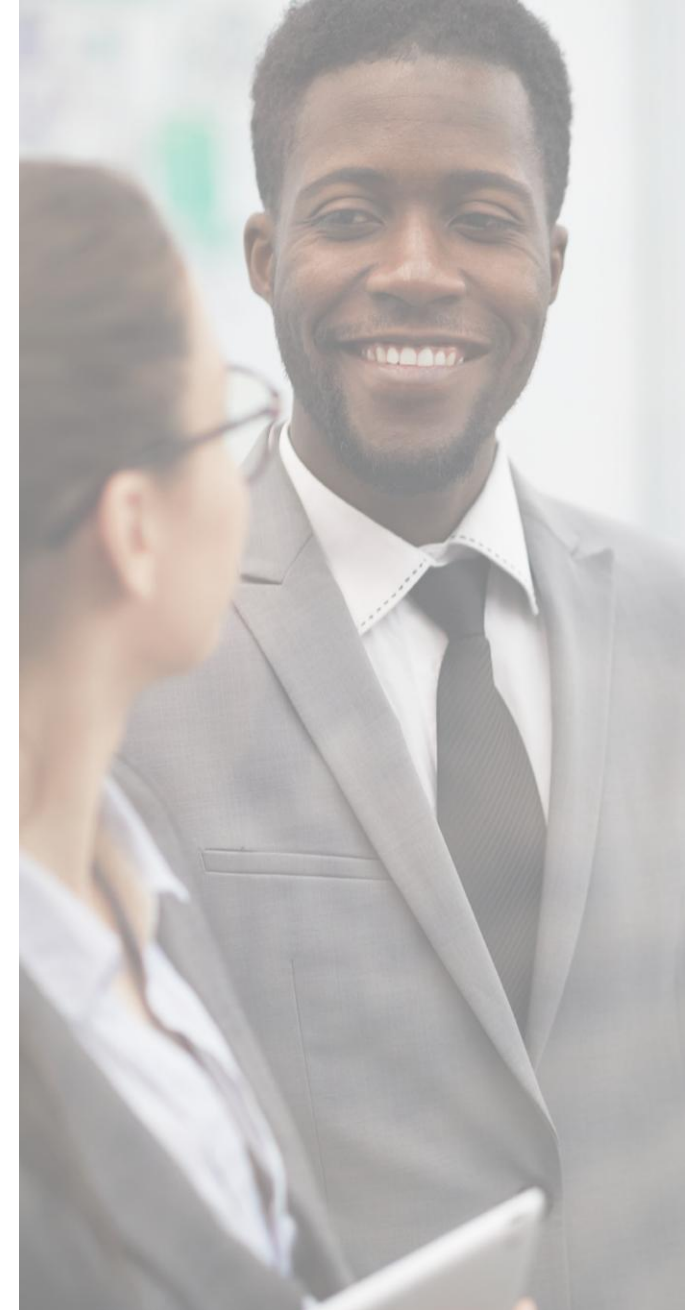
C(4) = Commitment

C(5) = Character

C(6) = Consistency

C(7) = Confidence

S = Self-interest



Trust builders ...and Trust breakers

- ✓ Competence
- ✓ Communication
- ✓ Connection
- ✓ Commitment
- ✓ Character
- ✓ Consistency
- ✓ Confidence
- ✓ Servant

- ✗ Incompetence
- ✗ No / poor communication
- ✗ Disconnection
- ✗ Lack of commitment
- ✗ Lack of integrity
- ✗ Inconsistency
- ✗ Tentative
- ✗ High self-interest

***Am I worthy
of my clients'
trust?***



Accelerating trust – gaining a competitive advantage

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Professional introduction

Gather information

Agree on services

Conduct an analysis &
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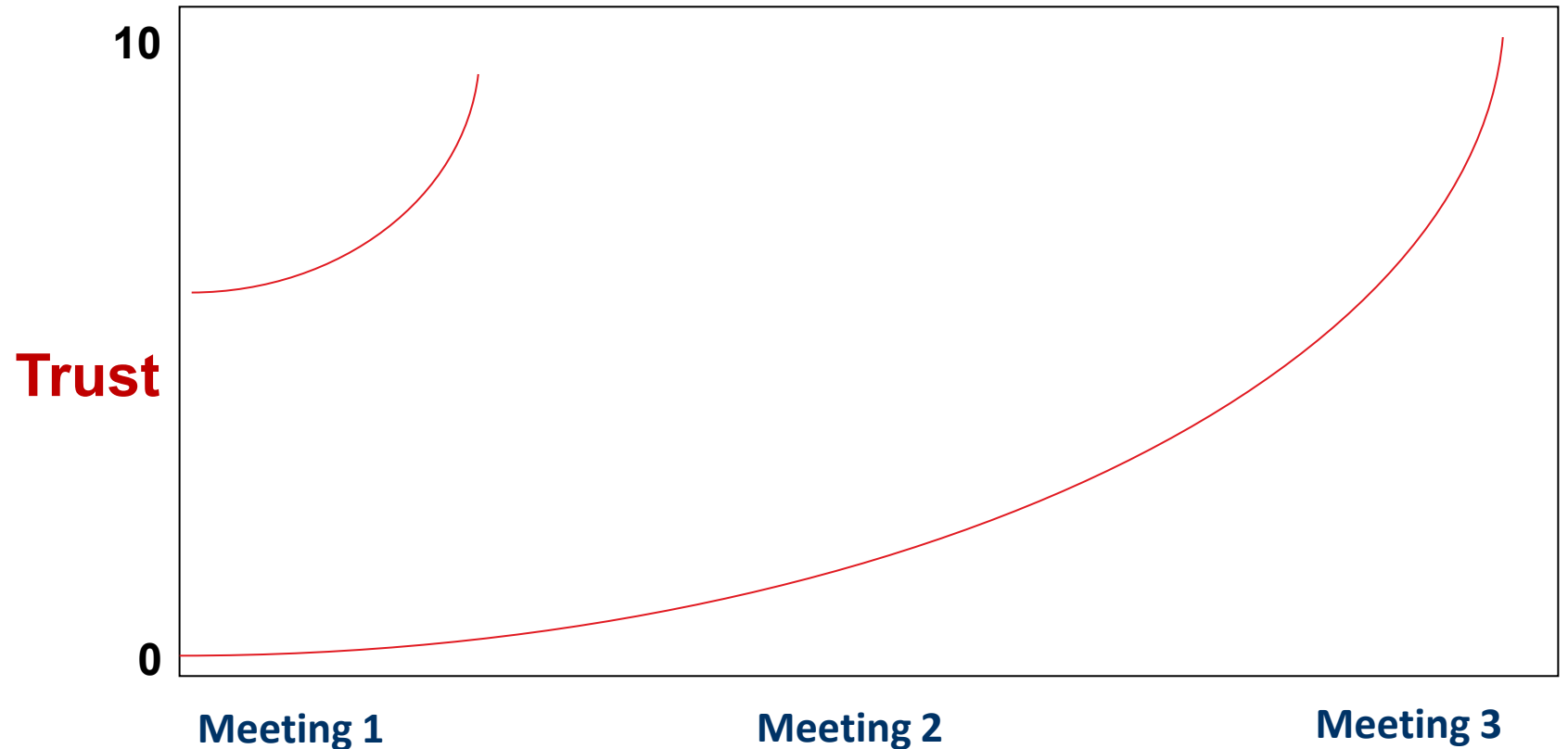
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Assessment

BEST PRACTICE

