

Coach's Corner

Our latest commentary to help you elevate the success of your practice

Disclosure

The views expressed in these posts are those of the authors and are current only through the date stated. These views are subject to change at any time based upon market or other conditions, and Eaton Vance disclaims any responsibility to update such views. These views may not be relied upon as investment advice and, because investment decisions for Eaton Vance are based on many factors, may not be relied upon as an indication of trading intent on behalf of any Eaton Vance fund. The discussion herein is general in nature and is provided for informational purposes only. There is no guarantee as to its accuracy or completeness. Past performance is no guarantee of future results.

[Attracting Clients](#) | [Bridge to Referrals](#)

Leverage The BEAT to Spring Client Conversations Forward

By: David Richman | March 26, 2024

The power of a well-developed thesis can spring conversations forward when existing and prospective clients are buzzing about today's market memes and potential implications to their financial decision-making.

Your theses are more than an articulation of your keen understanding of the markets. They are also a way to:

- Make first encounters count by inspiring existing and prospective clients to want to learn more from you, potentially leading to a follow-up conversation with them.
- Capture referable moments by increasing the chances your clients repeat it in conversations with their acquaintances, ultimately leading them to want to learn more about you.

For optimal thesis development:

- Be timely by tying your views to current market memes such as the U.S. election, the economy and inflation.
- Be pithy to kindle curiosity.
- Use soundbites that are memorable and repeatable.
- Connect-the-dots to the advice you are delivering to your clients.

Below are three examples from [The BEAT](#).

U.S. Election: The 2024 election creates economic upside.

Election years in the U.S. create an incentive for government spending, skewing risk to the upside in 2024. Potential areas of upside surprise include the backlog from the pandemic's Employee Retention Credit, the Wyden-Smith Tax cut (if approved) or CHIPS Act investment.

The Economy: Financial conditions are now a tailwind for growth.

U.S. financial conditions began to tighten in mid-2021 and continued through 4Q22. The peak headwind to growth was felt in 2H22/1Q23. As that headwind faded, economic data started to surprise, and U.S. GDP forecasts were revised higher through most of 2023. Entering 2024, financial conditions now are a tailwind to growth.

Inflation: Goldilocks is back.

Wage pressures have eased without higher unemployment, adding support to a "goldilocks" soft landing. The bull/bear debate has often pivoted around whether labor market slack, in the form of higher unemployment, was necessary to address inflation. More progress is needed, but current data supports a view of inflation normalization without recession.

Bottom Line: Unleash the power of a well-developed thesis in upcoming conversations to capture referable moments and make first encounters count.

At the Advisor Institute, our goal is not to shape your opinion or provide investment advice, rather to share this viewpoint as an example of what we believe to be a superb display of thesis articulation.

Related Content

[BLOG: Challenge Magnificent Seven Complacency with an Ism](#)



David Richman
Managing Director
Advisor Institute

"The power of a well-developed thesis can spring conversations forward when existing and prospective clients are buzzing about today's market memes and potential implications to their financial decision-making."



To report a website vulnerability, please go to [Responsible Disclosure](#).

Eaton Vance is part of Morgan Stanley Investment Management, the asset management division of Morgan Stanley.

For USA PATRIOT Act Disclosure Notice please click [here](#).

 This image indicates content designed specifically for Financial Advisors / Investment Professionals. This material is not to be used with the public.

Before investing in any Eaton Vance, Calvert or Morgan Stanley Investment Management Inc.-advised fund, prospective investors should consider carefully the investment objective(s), risks, and charges and expenses. Read the prospectus carefully before you invest or send money. For **open-end mutual funds**, the current prospectus contains this and other information. To obtain an **open-end mutual fund** prospectus or summary prospectus and the most recent annual and semiannual shareholder reports, contact your financial advisor or [download a copy here](#). For **closed-end funds**, you should contact your financial advisor. To obtain the most recent annual and semi-annual shareholder report for a closed-end fund contact your financial advisor or [download a copy here](#). To obtain an **exchange-traded fund**, ("ETF") prospectus or summary prospectus, contact your financial advisor or [download a copy here](#).

Before purchasing any **variable product**, consider the objectives, risks, charges, and expenses associated with the underlying investment option(s) and those of the product itself. For a prospectus containing this and other information, contact your investment or insurance professional. Read the prospectus carefully before investing.

NOT FDIC INSURED | OFFER NO BANK GUARANTEE | MAY LOSE VALUE | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY | NOT A DEPOSIT

Eaton Vance does not provide tax or legal advice. Prospective investors should consult with a tax or legal advisor before making any investment decision. The information on this Web page is for U.S. residents only and does not constitute an offer to sell, or a solicitation of an offer to purchase, securities in any jurisdiction to any person to whom it is not lawful to make such an offer.

© Eaton Vance Management. All rights reserved.

Eaton Vance open-end mutual funds are offered through Eaton Vance Distributors, Inc. One Post Office Square, Boston, MA 02110. Member [FINRA](#) / [SIPC](#). Exchange-traded funds are distributed by Foreside Fund Services, LLC.