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Chasing Positivity® > The Charismatic Advisor® in Conversation

# LEARN | Engage clients based on their coping style

Life events or market volatility can disrupt a client's sense of financial security. When you understand clients' specific coping styles, you can adjust your approach to help them manage uncomfortable emotions, increase their personal control and chase positivity.

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Two common client coping styles



### <u>Dragon</u>

- Places others on the defensive
- Prone to expressing anger and sarcasm
- Displays a confrontational demeanor, sometimes in a muted fashion

Dragons can make you feel anxious if you have not yet figured out how best to manage their combative behaviors, lessening the likelihood you can help minimize their inertia.

Strategies to engage a dragon Q

or



# Ostrich

- Uses denial to deal with financial anxiety
- May not open financial statements or check on his/her portfolios or extended periods
- Unlikely to contact you when his/her anxiety is high
- Likely to put off responding to your calls or emails

A lack of contact does not mean the client isn't worried about his/her portfolio. Taking such a stance will only intensify client frustration and anxiety.

Strategies to engage an ostrich Q

#### **Bottom Line**



By becoming a source of strength, not a silent partner, you can help dragons and ostriches cope with financial uncertainty, reinforce resilience in your clients and ensure an ongoing productive relationship with them.

#### **RELATED READING**

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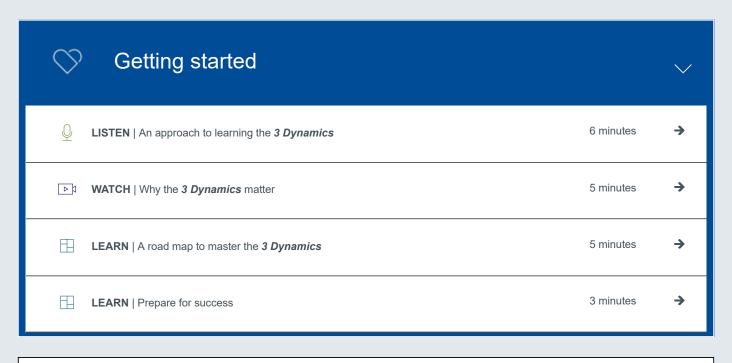
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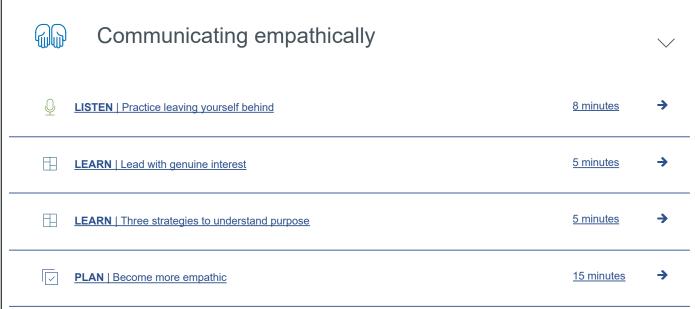
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# What's next?

If you're interested in digging deeper into this topic, you can go to the next resource. If not, we recommend continuing to the next subtopic.







<u>Q</u>	LISTEN   Beware of painting with a broad brush	5 minutes	<b>→</b>
<u> </u>	LISTEN   Don't take the bait	<u>5 minutes</u>	<b>→</b>
	WATCH   Why intentionality matters	6 minutes	<b>→</b>
	LEARN   Engage clients based on their coping style	<u>5 minutes</u>	<b>→</b>
<u></u>	PLAN   Become a better collaborator	15 minutes	<b>→</b>

Inspiring action	<u> </u>
LISTEN   A proven approach to increase engagement	minutes →
LISTEN   Align by deploying the joining technique	minutes →
LEARN   Words and phrases to inspire action 5 m	ninutes →
PLAN   Inspire action in others	minutes →







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