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Chasing Positivity® > The Charismatic Advisor® in Conversation

WATCH | Motivate Clients to Move Forward

1 minutes

ADVISOR INSTITUTE

Motivate Clients to Move Forward

Chasing Positivity® | Inspiring Action



Have you ever had difficulty inspiring a client to move forward with your advice?

Inspiring Action is one of the 3 Dynamics of Chasing Positivity.

Words matter.

Use words and phrases that inspire action, such as:

“Imagine.” Helps someone visualize the possibilities that could result from your recommendations.

“Together.” Clearly communicates collaboration.

“One small step.” Breaks up long-term goals into smaller, achievable steps.


Apply the 3 Dynamics of Chasing Positivity in your conversations to create motivating environments that inspire your clients to work with you.

To learn more about how inspiring action can help improve your conversations and inspire clients to act, visit eatonvance.com/chasingpositivity.








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.




Getting started









 WATCH 3 Dynamics to Overcome Client Inertia	NEW	1 minutes	→
 LISTEN An approach to learning the 3 Dynamics		6 minutes	→
 LEARN A road map to master the 3 Dynamics		5 minutes	→
 LEARN Prepare for success		3 minutes	→




Communicating empathically









 WATCH See the World Through Clients' Eyes	NEW	1 minutes	→
 LISTEN Practice leaving yourself behind		8 minutes	→
 LEARN Lead with genuine interest		5 minutes	→
 LEARN Three strategies to understand purpose		5 minutes	→
 PLAN Become more empathic		15 minutes	→



Collaborating consciously








	WATCH Engage Clients in the Decision-Making Process	NEW	1 minutes	→
	LISTEN Put away the black robe		5 minutes	→
	LISTEN Beware of painting with a broad brush		5 minutes	→
	LISTEN Don't take the bait		5 minutes	→
	LEARN Engage clients based on their coping style		5 minutes	→
	PLAN Become a better collaborator		15 minutes	→



Inspiring action



	WATCH Motivate Clients to Move Forward	NEW	1 minutes	→
	LISTEN A proven approach to increase engagement		10 minutes	→
	LISTEN Align by deploying the joining technique		11 minutes	→
	LEARN Words and phrases to inspire action		5 minutes	→
	PLAN Inspire action in others		15 minutes	→



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