Eaton Vance

PRODUCT FINDER

Investor Account

PRODUCT FINDER

Investor Account Access Investme

Investment Professional Sign In UI

UNITED STATES

WEALTH STRATEGIES INVESTMENTS

INSIGHTS TAXES AND TOOLS

< Back to overview

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.

Prefer to save for later?

- L DOWNLOAD THE PDF €
- SHARE BY EMAIL

Two common client coping styles



Dragon

- 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



<u>Ostrich</u>

- 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

<u>A lack of contact does not mean the client isn't worried about his/her</u> 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

Chasing Positivity <u>Turn Reflections into New Year's Actions</u> By: <u>David Richman</u> | December 19, 2023

READ MORE

Attracting Clients | Chasing Positivity
Pause Your Agenda. Turn on Agendaless Listening.
By: David Richman | November 27, 2023

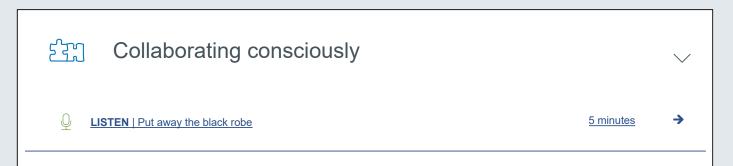
READ MORE

What's next?

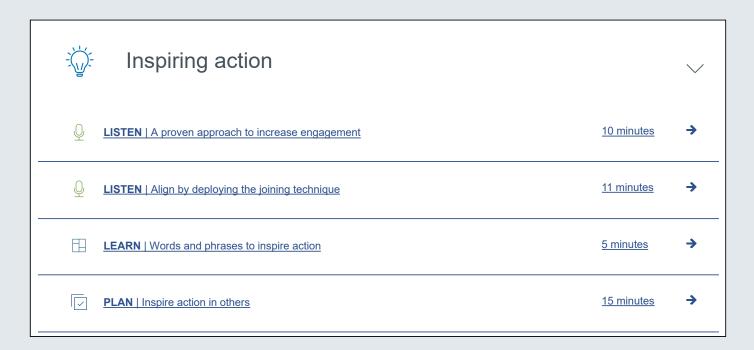
If you're interested in digging deeper into this topic, you can go to the next resource. If not, we recommend continuing to the next subtopic.

\Diamond	Getting started		\checkmark
Ŷ	LISTEN An approach to learning the <i>3 Dynamics</i>	6 minutes	→
	WATCH Why the <i>3 Dynamics</i> matter	5 minutes	>
	LEARN A road map to master the 3 Dynamics	5 minutes	>
E	LEARN Prepare for success	3 minutes	>

6	Communicating empathically		\checkmark
Ŷ	LISTEN Practice leaving yourself behind	<u>8 minutes</u>	→
	LEARN Lead with genuine interest	<u>5 minutes</u>	>
	LEARN Three strategies to understand purpose	<u>5 minutes</u>	>
	PLAN Become more empathic	<u>15 minutes</u>	>



Ŷ	LISTEN Beware of painting with a broad brush	<u>5 minutes</u>	→
Ŷ	LISTEN Don't take the bait	<u>5 minutes</u>	→
۲ _۹	WATCH Why intentionality matters	<u>6 minutes</u>	→
	LEARN Engage clients based on their coping style	<u>5 minutes</u>	→
	PLAN Become a better collaborator	<u>15 minutes</u>	→



Eaton Vance	in y 🕿 🔂

	Investments	Insights	<u>Taxes & Tools</u>	<u>Resources</u>
Ectoriter I Esse The	Eaton Vance Funds	Advisory Blog	Investment Tax Center	Forms & E-Delivery
	Parametric Funds	<u>The BEAT</u>	Tax Information	Mutual Funds & Abandoned
	<u>Calvert Funds</u>	Market Update Events	Investment Tax Calculator	<u>Property</u>
HEADQUARTERS One Post Office Square	Separately Managed	The Advisor Institute	Laddered Investing Interest	DST Vision
Boston, MA 02110	<u>Accounts</u>		Rate Scenario Tool	Active Advisor
	Closed-End Funds and		Concentrated Stock	Corporate Filings
	<u>Term Trusts</u>		Position Calculator	Annual Reports
			<u>Tax-Equivalent Yield</u> Calculator	Press Releases
				Diversity and Inclusion
Accessibility Business	Continuity Privacy & Cookies	Your Privacy Choices	Terms & Conditions Careers	<u>Contact</u>

To report a website vulnerability, please go to <u>Responsible Disclosure</u>.

Investor Account Access Morgan Stanley Investment Management Terms of Use

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 <u>download a copy **here**</u>. 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 <u>download a copy **here**</u>. To obtain an **exchange-traded fund**, ("ETF") prospectus or summary prospectus, contact your financial advisor or <u>download a copy **here**</u>.

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 **<u>FINRA</u>** / <u>SIPC</u>. Exchange-traded funds are distributed by Foreside Fund Services, LLC.

Publication details: Tuesday, March 5, 2024 10:50 AM Page ID: 40239 - https://www.eatonvance.com/learn-engage-clients.php