

# Addressing Questions At Your Events

Advisors often feel that fluidly fielding questions throughout seminars engenders trust and likability with attendees. While that may be true, it can also completely derail things, slow the seminar greatly and allow one guest to annoy all others.

One of Advisors Excel's top seminar producers addresses this issue head-on early in his presentation, while casually underscoring his licensure as an Investment Adviser Representative.

He calls on a prospect in the first row and pre-emptively says,

"Now [PROSPECT], I know at workshops like these, sometimes people have questions, right? Of course they do! But [PROSPECT], at our workshops, here's what I know: there's a good chance we're going to answer your question at a later point in the material, and if you have a more specific question than that, it's likely one you're going to rather ask me in private because I'm a fiduciary. That just means that I can't just give you a blanket answer. I have to make sure everything I tell you is in your best interest, which means I usually need to ask you a series of questions about your situation in front of everyone to give you a good answer."

"Now, you're probably not going to want me to do that, right [PROSPECT]? So folks, let's see if I answer your questions in the course of our material here, and if not, I'm certainly more than happy to address them when you come in to see us. I just don't want any of you being put in an awkward spot tonight in front of everyone else as, many times, we find those questions involve some personal matters and issues, and people generally just feel most comfortable discussing them one-on-one."

This particular approach is obviously only appropriate for those who are Investment Adviser Representatives, but the general premise is relevant for virtually any advisor doing his or her due diligence before offering counsel, and it can be very effective in keeping questions from interfering with your presentation.