

For immediate release – 12<sup>th</sup> January 2009



## **Exceptional Adviser Results**

Advisers on the Elixir Consulting Prac-Nav coaching program **increased their annual revenue by an average of 28% in 2008**, despite the global economic turmoil. Although they couldn't predict or avoid the impact of the market on their client portfolios, these advisers have deployed efficient and effective business practices that ensured that whilst their clients may not be happy with the markets, they are happy with their advisers, and are confident of achieving their long-term goals.

Managing Director of Elixir Consulting, Sue Viskovic said "We've just completed annual Business Planning with our firms that plan to the calendar year. If we strip out our clients who are not in growth phase right now, the average revenue increase actually lifts to 46%. That's an exceptional result considering the markets, but even more pleasing is the level of client retention and satisfaction these firms have achieved.

"We find that many advisers are quite well-read on Practice Management principles and are aware of issues within their business, but either don't know how to fix them, or find that they are too busy running on the faulty treadmill to stop and service it. Despite our name, there is no magical elixir that we have supplied our clients. Advisers on our program have simply made a commitment to their business and worked with their coach to adopt realistic programs of change to their business practices. Advisers tell us that the real benefit we provide is not only our industry knowledge and ability to identify and prioritise their issues, but also the virtual hand in the small of their back, constantly nudging them towards their goals for their business and keeping them accountable to themselves."

The Prac-Nav program is designed to be a satellite navigation system for advisers, guiding them towards the goals they seek for their business. It helps advisers map the course of action they need to undertake, whilst remaining flexible enough to account for obstacles in the road, the markets in 2008 being a case in point. The program provides advisers with an objective, positive focus on their business and client service delivery.

### **ABOUT ELIXIR CONSULTING**

---

Elixir Consulting is an Australian organisation specialising in practice development, providing independent advice and solutions to institutions and financial planning businesses in the Financial Services industry. Delivery of solutions include customised business analysis and coaching; market research; corporate consulting and group training and development sessions on the unique issues faced by financial planners in business today.

For further information, please contact Sue Viskovic on 0421 619 225 or [sue@elixirconsulting.com.au](mailto:sue@elixirconsulting.com.au).

Fyfedom Aust. PTY LTD as trustee for the Fyfedom Unit Trust trading as Elixir Consulting.

**Mobile** 0421 619 225 | **Email** [sue@elixirconsulting.com.au](mailto:sue@elixirconsulting.com.au) | **Web** [www.elixirconsulting.com.au](http://www.elixirconsulting.com.au)

**Postal Address** PO Box 933 Scarborough WA 6922 | ABN 77 944 312 951