



Frequently Asked Questions

This document was created to answer all questions that were asked during our SEI Growth Lab Webinar which took place June 8th.

Q) I'm a new advisor - What do you think is the most impactful component of the Growth Lab?

A) We would definitely recommend utilizing our Business Audit as a great place to start. If you are considering working on your business you should absolutely start with the Business Audit this will help you understand where to start and also to identify your greatest areas of opportunity.

Q) I keep hearing about the 80/20 rule and feel we need to implement this - would the business audit help to accomplish that goal?

A) The 80/20 rule is the concept that an advisor makes 80% of their revenue coming from 20% of their business. The growth lab can help by using the segmentation rule to understand the current profitability today and then segmenting them appropriately.

Q) As an advisor with a small firm if we had on-going one off questions about the tools who would we work with for support?

A) Your business development rep is a great place to start. If they cannot answer they would loop in the additional team.

Q) If one is trying to switch to AUM for a commissions based model, where is the best area of the Lab to focus?

A) This is on our roadmap. We do have content on going from commissions to fee based and what the game plan is to make that transition in your business. We then also focus on the articulate your values tool kit.

Q) How do I find the SEI Growth lab?

A) <https://www.seic.com/rias-independent-advisors/advisor-services/sei-growth-lab> this can also be found from you quick links icon in the top right hand of your SEI Advisor Center.

Q) We use Retail CRM does it integrate with SEI?

A) Yes it does we provide a deep integration with Redtail between Redtail CRM and the SEI platform.

Q) In Articulating Your Value, do you discuss branding?

A) We do not specifically discuss branding however, in the framework we provide the number two step is called the brand house and it discusses the way a branding agency would work with a client.

Q) Is there a toolkit for creating workflows in a CRM; I use Wealthbox

A) Yes, scale with ops tool kit shows the top 10 tips for implementing work flows. This will help guide you along to other workflows and toolkits to help you moving forward. As well as an ongoing review process.

Q) Where can I find the assessment tool to see how well I am utilizing Wealthbox (my CRM)?

A) This is in the scale with ops tool kit it's called the CRM scorecard. This goes through the most common features and functionality such as templates and automations etc...

Q) What type of output does the business analysis tool offer and can we input client information with assets outside of SEI's platform?

A) The business audit is really an evaluation tool for you to evaluate your business, there would be no need to input your client information. However, there is a template for segmentation where you would use an SEI report to include your clients holding information. However, there would be no client data for the business audit.