

DSP

MUTUAL FUND

Neev September 2025

Edition 2

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1. Marketing Play Book

Your Goldmine Lies Within

Welcome to the second edition of **Neev**. This month, we revisit a core business truth: **most of us are sitting on untapped potential.**

We were taught in business school that **acquisition is harder than retention**


And while acquisition is indeed a big growth lever, if you already have a strong client base, that's where your **real** gold lies.

The problem?

Most businesses focus heavily on the **top 20% of clients** (who contribute 80% of AUM) and treat the rest mainly as service accounts.

But here's the real question:

- Is each client buying **everything** they need from you?
- Are they buying only out of reciprocity and relationship?
- Are you engaging actively with at least **60–70% of your existing clients**?
- Do you truly have the full wallet share of your client?
- Are your engagements always relevant?

 If not, there's an untapped revenue stream sitting right in your existing investors.

The Comb Shop

Imagine a shop with just one product — a simple men's comb.

Four customers walk in:

- 1 A woman with long hair
- 2 A bald man
- 3 A baby
- 4 A young man with short hair




- 1 A woman with long hair She may need a detangling comb, and a wide tooth comb for wet hair
- 2 A bald man This product is not suitable for him, he may be looking for a razer to shave his head
- 3 A baby Baby brushes are designed to make sure their head is not hurt
- 4 A young man with short hair This comb in window display was suitable for him

The shopkeeper tries to sell the **same** comb to all four — with the same slogans like your whatsapp broadcast

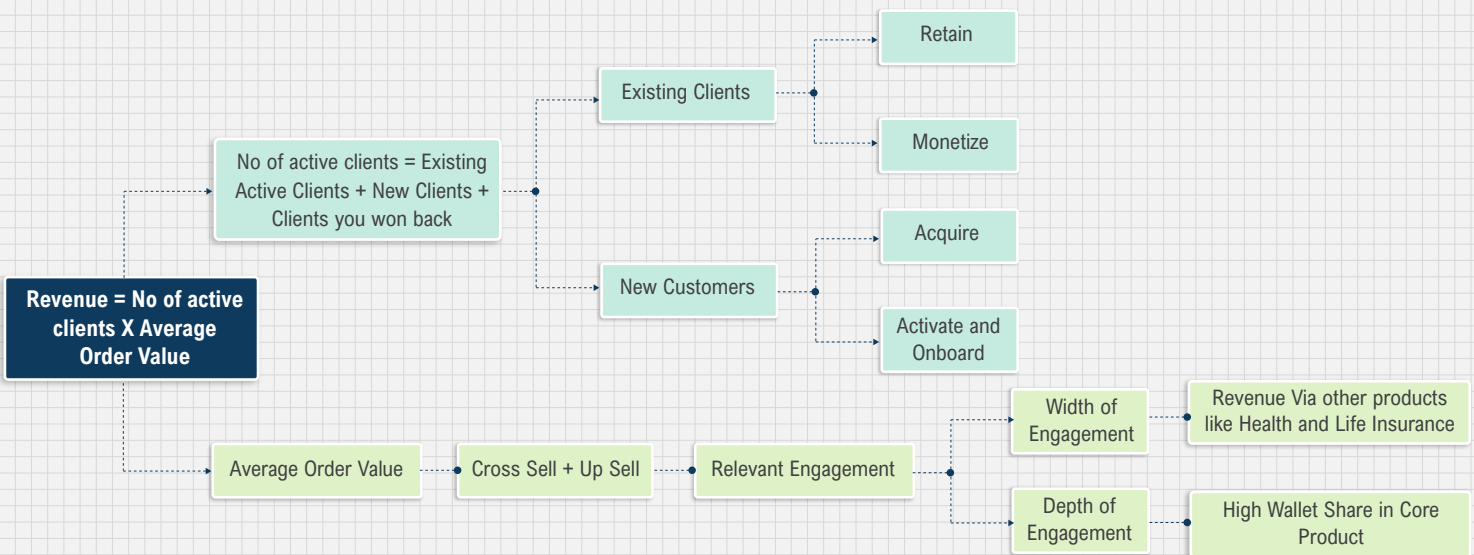
The result?

The pitch falls flat for most of them.

That's exactly what happens when you send **one generic broadcast** to your entire client list.

 Some will find it relevant, but for most, it won't land — and in some cases, it can even hurt your credibility.

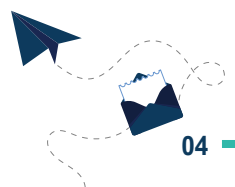
The One Formula to Remember (Again and Again):



To grow revenue, you need to:


- **Acquire new relevant clients**
- **Retain existing clients**
- **Engage with existing clients to increase wallet share (with relevance)**

For now lets focus on Engaging with existing clients to increase wallet share



Relevance is Everything

You wouldn't serve chicken biryani to a vegetarian. But that's what mass messaging feels like to your clients.

 If you have more than **100–200 clients**, you must give **equal focus** to existing ones — not just chase new ones.

Every client deserves a **relevant story** based on their life stage and needs:

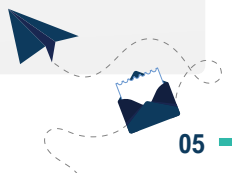
When your pitch aligns with their priorities, it connects deeply. When it doesn't, it risks sounding out of touch. This is where segmentation comes in.



Segmentation = dividing clients into small buckets so you can tell **relevant stories and pitch suitable products**.

Types of Segmentation You Can Use

Segmentation Type	Relevance to MFDs	How It Helps	Likely Outcome
Demographic	Age, gender, income, education	Match product to life stage	Better product-client fit
Geographic	Client city or region	Localised examples, language	More connection
Psychographic	Values, goals, personalities	Adjust tone (e.g. fear vs aspiration)	More trust
Behavioural	How they respond to markets	Personalise pitch style	Higher conversions
Firmographic	AUM size, income, profession	Prioritise effort & service levels	Better ROI on time
Generational	Gen Z, Millennials, Boomers	Pick relatable language, goals	Improved clarity
Customer Lifecycle	New investor, retiree, mid-career	Adjust risk/product duration	Stronger engagement
Opportunity-Based	Trigger events & product gaps	Spot moments to upsell	Higher wallet share



★ You don't need all. Start with 2–3 that fit your practice.

Let's look at 3 high-impact segmentation types:



Segmentation - Behavioural

- ▶ **Importance** - Some clients panic. Some need data. Some follow your voice blindly. Some clients need to be taken care of
- ▶ **Takeaway** - Helps you personalise your pitch and communication tone. Each client is looking for a different job to be done by hiring you.
- ▶ **Exercise** - How do my clients react to markets and advice?
List 20 clients and mark:
 Calm in volatility | Panics in volatility | Loves data & charts | Prefers stories & comfort
Outcome: Helps you decide *how to pitch* each one — with data, stories, or reassurance



Segmentation - Firmographic

- ▶ **Importance** - Categorise clients by AUM, profession, investment potential.
- ▶ **Takeaway** - Helps you decide effort vs return.
- ▶ **Exercise** - Whats the Financial Scale and Potential
 0-10 Lacs, 10 Lacs to 25 Lacs, 25 Lacs to 50 Lacs so on and so forth...

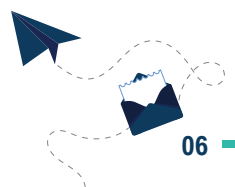


Segmentation - Opportunity-Based

- ▶ **Importance** - Mix client traits + behaviour + product gaps.
- ▶ **Takeaway** - Helps you create internal campaigns that boost wallet share.
- ▶ **Exercise** - Covered in detail below..



Lets deep drive in Opportunity- Based Segmentation



Opportunity-Based Segmentation: Action Plan

Often called a **Business Opportunity Report**, this means scanning your client data to spot product gaps and growth levers.

Outcome: Generate more sales by focusing on clients who already trust you.

STEP 1 **Mine Your Data, Locate the Gold**

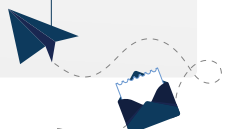
Mine your current data to find opportunities, this may take some time or even involve going back to your customers and collecting data from them, The objective of this step is to find micro opportunity segments Look for micro-segments. Examples:

- ▶ Clients who haven't increased SIPs in 12+ months
- ▶ Clients with kids
- ▶ Clients who've never referred anyone
- ▶ Clients with only lump sum, no SIP
- ▶ Clients without hybrid funds but moderate risk
- ▶ Clients with surplus income but no activity
- ▶ Clients missing insurance alongside MF

STEP 2 **Size Your Segments and Shortlist a few to focus on**

Use Excel to rank opportunities. Eliminate small-impact segments; shortlist the ones that matter most.

Segment Name	Count of Clients in Segment	Define the Segment	Current Status	Target Conversion (% of segment)	Expected Ticket Size	Total Expected Business	Priority
Clients who haven't increased SIPs in 12+ months	100	Clients with active SIPs but stagnant ticket size	Avg SIP size ₹25,000; Current SIP book from ₹20 Lacs	30% (30 clients)	₹5,000 SIP top-up	₹1.5 Lacs/month (₹18 Lacs/year)	High
Clients with kids (goal-based SIPs)	80	Families with dependent kids needing education/wedding planning	Avg SIP size ₹20,000; no goal tagging	25% (20 clients)	₹7,500 SIP	₹1.5 Lacs/month (₹18 Lacs/year)	Medium

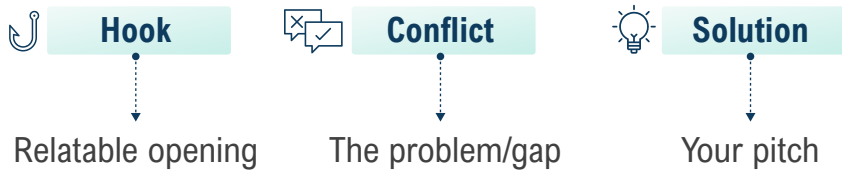


Segment Name	Count of Clients in Segment	Define the Segment	Current Status	Target Conversion (% of segment)	Expected Ticket Size	Total Expected Business	Priority
Clients who've never referred anyone	120	Investors who haven't given any referrals and are clients more than 1 year	Strong relationship, but no referral activity	20% (24 clients)	1 referral each = 24 new clients with Avg ₹10,000 SIP target.	Avg ₹10,000 SIP per referral = ₹2.4 Lacs/month (₹28.8 Lacs/year)	Low (longer cycle)
Clients with only lump sum investments	60	Investors without SIP discipline	Lumpsum avg investment ₹5 Lacs; no SIP book	25% (15 clients)	₹10,000 SIP	₹1.5 Lacs/month (₹18 Lacs/year)	High
Clients without hybrid funds but moderate risk appetite	75	Equity-biased investors missing diversification	Heavy equity exposure; no hybrid allocation	30% (22 clients)	₹2 Lacs lumpsum or ₹8,000 SIP	~₹44 Lacs lumpsum + ₹1.8 Lacs/year SIP	Medium
Clients with surplus income but no new activity	50	Clients identified with surplus cash flow but inactive	No activity in past 12 months; avg net worth ₹2 Cr+	20% (10 clients)	₹3 Lacs lumpsum / ₹12,000 SIP	₹30 Lacs lumpsum + ₹1.2 Lacs/month SIP (₹14.4 Lacs/year)	High

STEP 3 Build a Story, Not a Script for the shortlisted segments



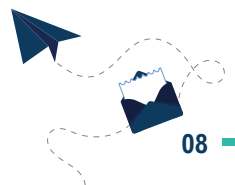
Craft emotional, contextual pitches. Use the 3-part framework:



Why now? Why this product? Why them?



The Goal of this step is to craft pitches that resonate with each segment's real needs.



Example Stories:

- **Clients with kids** - “Your child’s dreams shouldn’t depend on market timing — start their education fund today.”
- **Clients not in hybrids** - “Why put all eggs in one basket when you can have steady growth with a hybrid?”
- **Clients not increased their SIP Amount for more than a year** - Make sure your goals are on track, lets review them. Your SIPs didn't get an appraisal this year



The more personal and specific, the higher the response rate.

STEP 3

Create a Marketing Calendar



Your segments deserve **dedicated time and attention**.

Think of them as campaigns that should be **celebrated**, not just “ticked off.”

Here’s how:



Put it on your desk – Highlight one segment each month under your **Existing Clients Connect Program**. Call it “*Segment of the Month*.”



Block time – Choose your speed and frequency - 1 Segment a month, or 2 a month whatever suits you based on the segment size and team size.

- Monthly 1 new segment every month
- Fortnightly Split each month into 2 segments
- Bi-monthly Focus on 1 segment for 2 months for deeper execution



Stay disciplined – While planning your diary, reserve time to **reach out, pitch, and track progress** for that segment.



Celebrate progress – Track conversions, share wins with your team, and recognise even small successes.

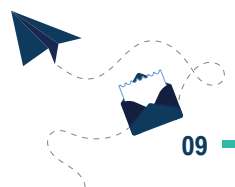
The rule is simple



Consistent Focus = Consistent Growth



When you treat each segment like a campaign in itself, you’ll see more relevance, stronger conversations, and better conversions.



A Sample Internal Marketing Calendar

Month	Segment In Focus	Total Segment Potential	Campaign Note / Strategy with reason to believe
September 2025	Clients who haven't increased SIPs in 12+ months	₹18 Lacs/year	Run a simple campaign showing how a ₹5,000 monthly top-up can create crores over 15–20 years. Use WhatsApp calculators + personalised nudges.
October 2025	Clients with kids (goal-based SIPs)	₹18 Lacs/year	Target parents with education & marriage goal SIP calculators. Story-based WhatsApp creatives around “school to college to wedding”.
November 2025	Clients who've never referred anyone	₹28.8 Lacs/year	Launch a structured referral program with gratitude notes. Every referral gets acknowledged publicly (without incentives) to build social proof. Attend DSP's referral workshop to understand this in detail
December 2025	Clients with only lump sum investments	₹18 Lacs/year	Educate lump sum investors on the power of SIPs with volatility charts. Offer “trial SIPs” (start small ₹5k for 6 months) to build the habit.
January 2026	Clients without hybrid funds but moderate risk appetite	₹44 Lacs Lumpsum + ₹1.8 Lacs/year SIP	Campaign on why hybrid = peace of mind. Position as a smart mix for growth + safety. Share case studies of investors who survived volatility with hybrids.
February 2026	Clients with surplus income but no new activity	₹30 Lacs Lumpsum + ₹14.4 Lacs/year SIP	Pitch opportunities based on surplus cashflow. For example: If you think Silver may be a great opportunity today, Give clients a reason to move his surplus money to products you recommend”

Action Points

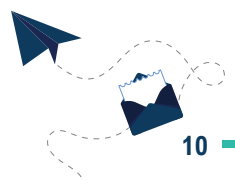
► **Build a simple monthly playbook:**

- ✓ Week 1–2: Run campaigns for Segment A
- ✓ Week 3–4: Run campaigns for Segment B

- Fix your **channels**: Phone calls, WhatsApp messages, email newsletters, in-person reviews.
- Set **conversion goals** and review at month-end.



Plan for 1–2 segments each month.





Hope this methods help you drive more business from your existing clients, If this has worked for you, do write to us on



growunits@dspim.com

Sample ChatGPT Prompt for Campaign Creation

Use this custom prompt to generate marketing campaigns, emailers, and WhatsApp messages based on your own client segments. You can copy, edit, and paste it into ChatGPT to generate ready-to-use ideas. Add your own details in the placeholders:

Prompt Template:



You are a marketing strategist with 15 years of experience and helping a Mutual Fund Distributor (MFD) create a micro-campaign for client engagement.

Here is the background:

- ▶ I am an MFD based in **[CITY/REGION , Add background]**.
- ▶ My tone is **[TONE: friendly, professional, witty, humble, etc.]**.
- ▶ I primarily serve **[TYPE OF CLIENTS: salaried professionals, HNIs, women investors, etc.]**
- ▶ I want to create a campaign for the following client segment: **[SEGMENT DESCRIPTION: e.g., Clients below 40 who haven't increased SIP in the last 12 months]**.
- ▶ The objective is to **[OBJECTIVE: e.g., pitch a top-up SIP, start a hybrid fund, introduce a new category]**.
- ▶ The product I want to pitch is **[PRODUCT NAME or CATEGORY]**.

Please help me create:

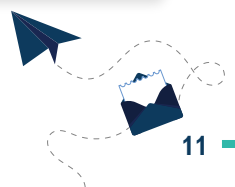
- 1 A campaign idea with a strong hook or story.
- 2 A WhatsApp message (under 350 characters)
- 3 A sample email copy (less than 150 words)
- 4 A conversation starter or CTA I can use in a phone call or review meeting.
- 5 Optional: A fun analogy or metaphor to simplify the pitch.

Try this for different segments. Save what works. Create your own marketing library.



Tip: Share this prompt with your team. Make it a habit to run 1 segment campaign per week.

**In your business, clients already trust you.
You don't need to find new gold—you just need to dig a little deeper.**



2. Story Telling Lab

Stories That Motivate – The Power of 3 Conflicts

This edition of **Neev** is special — we begin our quest to master the art of storytelling. But a disclaimer first: I'm learning along with you.

Yes, my team and I have worked on many ads and campaigns. But storytelling is one subject where even a lifetime may feel short. The world keeps changing — some stories fade, some evolve, and a few stay with us for generations.

In this edition, let's explore how stories can **motivate clients** — especially when they need courage to:

- ▶ Stay put during tough markets
- ▶ Sail through volatility
- ▶ Look beyond greed and fear
- ▶ Trust the process
- ▶ Resist peer pressure

Why Stories Work?

We all like different movies.

- ▶ Some love action-packed thrillers.
- ▶ Some prefer romantic Bollywood dramas.
- ▶ Some enjoy deep, thought-provoking cinema.

Why? Because each of us has a different personality.



No single approach can convince everyone.

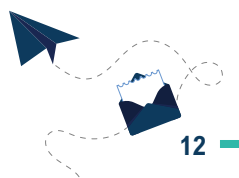
But a story? A good story creates a **memory bucket** in the mind. Complex facts fade away, but a story with a hook sticks forever.

Think about Vikram & Betaal.

Just by naming it, you're already recalling the story — because stories **stay**.

That's the magic we want in client conversations.

In This edition of Neev we will together explore a story telling method called The 3 Great Conflicts



The 3 Great Conflicts

The “3 Great Conflicts” format is a storytelling structure that makes advice stick. Instead of giving plain instructions, you put the client (or a character like them) into a moment of tension — where inner doubts, social pressure, or outside events are pushing them. When they make a choice and come out stronger, the lesson feels real, not forced.

People don’t remember charts or returns. They do remember stories where someone like them fought a battle, made a choice, and saw life improve. That’s what makes this format powerful: it turns abstract advice into a relatable, copy-able behavior.

Great stories are built on **conflicts**.

Why? Because life sits between two extremes:

► **Dreams:** A perfect world where everything is fair. ► **Nightmares:** A harsh world where things go wrong.

The story lives in the **conflict** — the struggle to bridge these extremes.

The 3 Conflicts are:

Hero vs Nature

Fighting against external forces like weather, animals, disasters, or the environment itself.

► **Example:** A farmer watching his fields dry up during a drought, yet refusing to give up and finding ways to protect his family’s livelihood.

(Nature is the enemy; survival and family’s future are at stake.)

► **Dream:** Nature is calm, safe, and nurturing.

► **Nightmare:** Nature is cruel, unpredictable, and destructive.

The hero’s journey is about finding courage to overcome nature’s fury.

Hero vs Society

Fighting against people, systems, or societal pressures to achieve what’s right.

► **Example:** A young couple choosing to save for their first home instead of spending on a lavish wedding, even as relatives and friends pressure them otherwise.

(Society is the enemy; financial security and independence are at stake.)

► **Dream:** People are fair, helpful, and kind.

► **Nightmare:** People are hostile, selfish, and unkind.

The hero’s journey is about bridging this gap.

Hero vs Self

The toughest battle — fighting our own weaknesses, temptations, and fears.

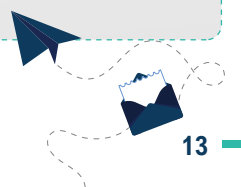
► **Example:** A person determined to get fit, but every morning the comfort of the bed tempts them to skip the run. The day they push through and step outside, they win the hardest battle — with themselves.

(The enemy lies within; the fight is for self-acceptance and freedom.)

► **Dream:** I am disciplined, patient, and clear in my choices.

► **Nightmare:** I am impulsive, fearful, and often sabotage myself.

The hero’s journey is about conquering inner demons and becoming whole.



 **You don't need all three.**

- 1** Conflict works.
- 2** Conflicts are strong.
- 3** Conflicts are unforgettable.

A short framework to make any story feel alive and practical:

- ▶ Place your hero in a moment.
- ▶ Add 1–3 pressures around them.
- ▶ Show the **choice** they make.
- ▶ Close with a simple “after” and a clear takeaway.

That's it:



How to Use It (4 Steps)

 **Hook**

Start at a relatable moment or topic.
(HR email about 80C, Diwali gift budget fight, a WhatsApp stock tip.)*

 **Stack Conflicts**

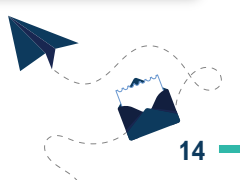
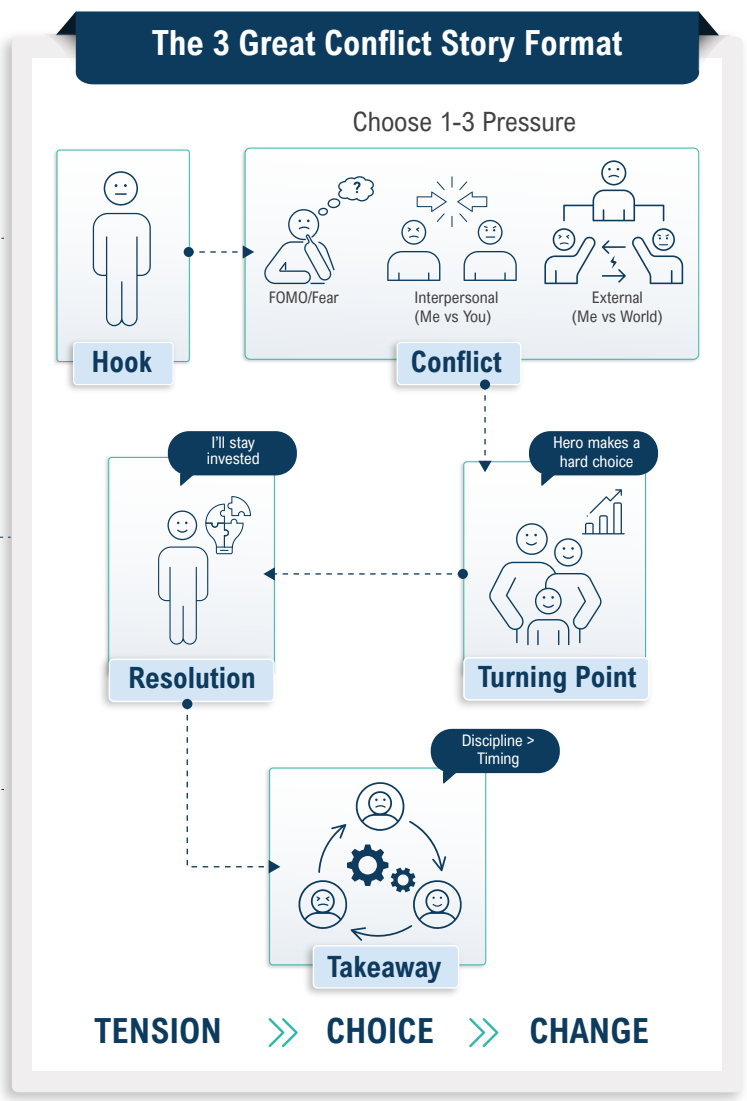
Write 1 line for each conflict.
 (“I don't have cash flow this month” > inner.
 “Spouse says FDs are safer” > interpersonal.
 “Markets are crashing” > external.)

 **Turning Point (1 Rule)**

A behavior to steal.
 (“Autopay SIP on the 5th.” “Review twice a year.” “Don't switch for 36 months.”)

 **Resolution + Takeaway**

Show the calmer “after.”
 (“A year later, investments grew quietly.” >
 “Discipline > timing.”)



Turning It Into an Investor Story

The most powerful conflict for investors is often **Hero vs Self**.

Let's call this story:  **“Main hi hu Mehta”**

► Context:

Most investors begin convinced they'll be disciplined. But their real enemy isn't the market — it's their own behavior. That's why, during onboarding, it's vital to set expectations and show what can derail wealth creation.

► The Plot:

This is the story of an investor who *planned* to stay disciplined, but kept giving in to short-term temptations. Eventually, he realised: no one — except God — can time the market. The only winning strategy is to stay invested long-term and focus on the T in compounding: *Time*.

► The Story:

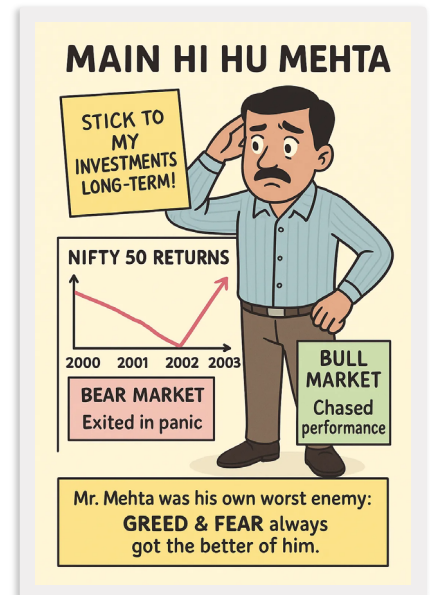
Meet Mr. Mehta — an ambitious, middle-class professional. His goals: buy a car and build a retirement corpus.

► Setup (Dream):

He promises to:

- ✓ Save regularly.
- ✓ Stick to SIPs.
- ✓ Stay invested.

He believes he'll be the *perfect investor*.



► The Conflict (Reality):

But his **enemy** is himself:

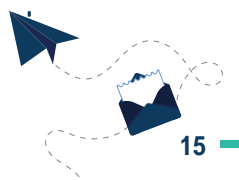
- ✓ Spends impulsively.
- ✓ Times the market.
- ✓ Stops SIPs.
- ✓ Lets fear and greed rule.

► Stacked Conflicts:

- 1 **Inner:** Payday sale -“Skip SIP this month and lets buy a TV?.” “Pause?”
- 2 **Interpersonal:** Colleague: “Why so boring, Mehta ji?” Spouse: “Let’s stay safe.”
- 3 **External:** Headlines scream, cap cycles rotate, HR emails, school fees.

► Hook:

March 28. HR email lands: “Submit 80C proofs.”
Mr. Mehta vows: “This year, I’ll be the perfect investor.”



Mr. Mehta's Timeline

2000	-14%	→ Sticks to FDs. <i>Feels smart.</i>
2001	-16%	→ "See? Equity is risky."
2002	+3%	→ <i>Smug bias grows.</i>
2003	+72%	→ Friends get rich. FOMO = Late entry.
2004	+11%	→ Disappointed exit, FD was better, I was right all along
2005-06	+36%, +40%	→ Sits out, thinks rally is fake.
2007	+55%	→ Jumps in near top again.
2008	-52%	→ Panic exit.
2009	+76%	→ Shocked, regrets.

Data Source: <https://primeinvestor.in/nifty-50-returns/>



**He wasn't fighting the market.
He was fighting himself — and losing.**

Turning Point



One Sunday he writes 3 rules:

1 SIP autopay on 5th.

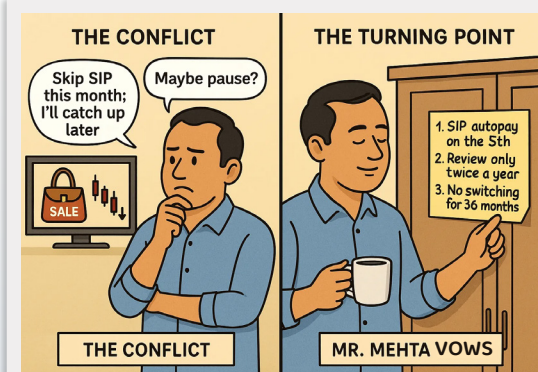
2 Review only twice a year.

3 No switching for 36 months.

Resolution:

Next dip arrives. Old Mehta cancels SIP. New Mehta makes chai, lets SIP run, goes for a walk.

Three reviews later, he's calmer, disciplined, and boringly effective.

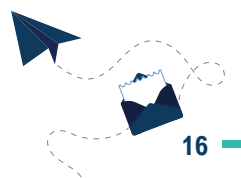


Takeaway:

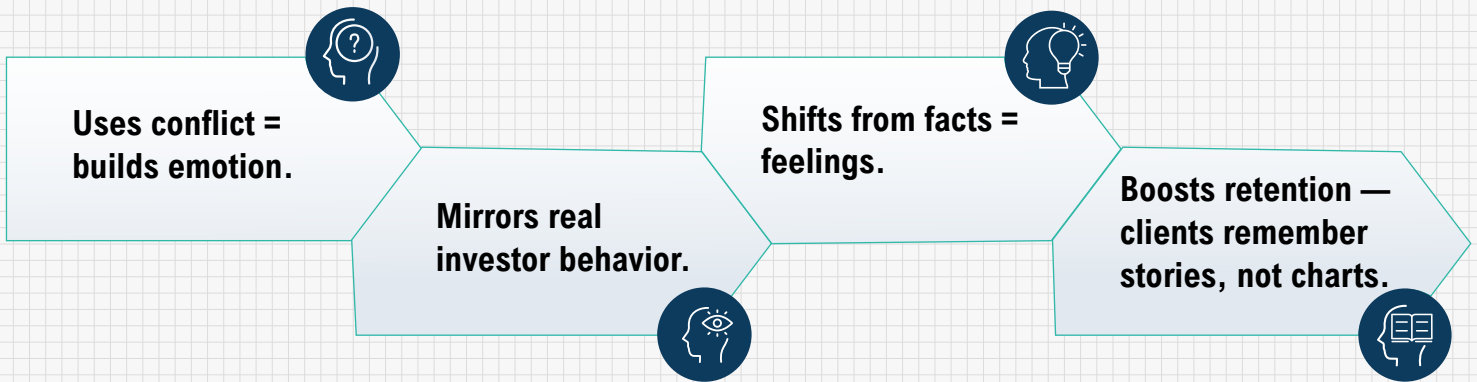
You don't beat volatility — you beat the urge to react.

Set one rule that outlasts your mood.

If you whispered, "**Main hi hu Mehta,**" today is the day you stop.

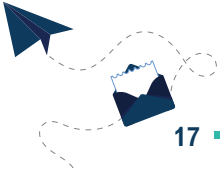


Why This Works for MFDs



Mr. Mehta is imaginary.
But the lesson is real: **time is all we control.**

So next time you see a common investor behavior, don't just explain it. **Tell a story.**



3. Great Ads

Great Ads Breakdown of the Month – IKEA Assembly Service



BRUSALI bed frame with 4 storage boxes
White; without slatted bed base and mattress
199.-*

Great Ad for this edition of Neev is called **Assembly Fail**, IKEA Germany, 2015

This edition of Neev features a classic campaign from IKEA Germany (2015), called “**Assembly Fail.**” The ad took a pain point every IKEA buyer secretly feels—“**I might mess this up**”—and turned it into a smile.

The brilliance?

Instead of ignoring the problem, IKEA acknowledged it. And then offered help with professional assembly services.



Lets break it down



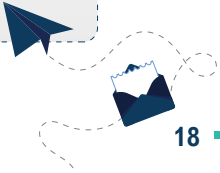
Who is the target audience?

- ▶ **IKEA** customers who already buy furniture but dread assembling it.
- ▶ Potential buyers who hesitate because they think **IKEA = DIY headache.**



What is the core message?

“We’ll take care of the hard part — assembly. Just enjoy the furniture.”





What is the emotional trigger?

- Relief.
- **IKEA** acknowledges your pain and removes it.
- You smile because they *get you*.



Is it interesting?

Yes. The creative twist — showing furniture half-assembled vs. fully assembled — makes you pause and instantly “get” the idea.



Is it relevant to the audience?

Completely. Everyone who’s struggled with an Allen key or extra screws knows this moment.

IKEA directly speaks to that reality.



Is the message simple and clear?

Crystal clear:

“Assembly is tough. We’ll do it for you.”

Few words. Big impact.



Is it on-brand?

Yes. **IKEA** is known for design + affordability. This ad stays on-brand by:

- Keeping visuals clean and product-focused.
- Offering a service upgrade without losing the “value for money” positioning.



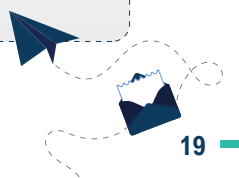
What do I do after I read it? (Induced action)

- **Feel reassured:** *“Okay, I can buy IKEA without worrying about assembly.”*
- **Action:** More likely to visit the store/website and complete the purchase.



Why this ad works:

It takes a universal **IKEA** pain point, flips it into a smile-worthy message, and reassures buyers at the exact point of hesitation — right before purchase.



What can I learn and apply in my business?

The brilliance of this **IKEA** ad lies in its simplicity:

- ▶ It doesn't over-explain.
- ▶ It doesn't glorify the product.
- ▶ It just **shows the pain** (the hassle of assembly) and then **offers the solution** (assembly service).



That's the key lesson:

Show the problem visually, then place your solution right next to it.



No jargon. No long explanations.
Just Pain —————> **Solution in one glance.**



My Learnings

▶ Visual > Words

A single picture of a half-assembled bed makes you feel the frustration instantly. In investing too, a simple chart of "**missed SIPs = lost wealth**" hits harder than 3 paragraphs of explanation.

▶ Relatability Wins

Every IKEA buyer has felt assembly pain at least once. The ad clicks because it speaks to a *shared truth*. In MFD business, highlight situations clients universally face — "Fear when markets fall," "Confusion about their kids' future planning."

▶ Remove Cognitive Load

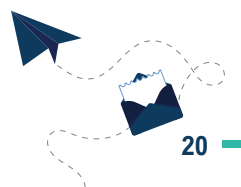
The ad doesn't ask you to think hard. It simply says — *Here's the problem, here's our fix*. In your campaigns, cut the clutter. Keep one message, one solution.

▶ On-Brand Assurance

IKEA didn't change who they are. They didn't claim luxury or status. They stayed IKEA: affordable, practical, customer-first. As MFDs, stay true to your brand — whether it's "hand-holding," "clarity," or "discipline."

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4. Master's Wisdom

What Are We Really Selling?

We often start our workshops with a simple question for Mutual Fund Distributors (MFDs) and their teams: **What are we really selling in the market?**

The responses are usually familiar—Goals, Dreams, Financial Freedom, Financial Planning, Trust, Confidence, Performance... the list goes on.

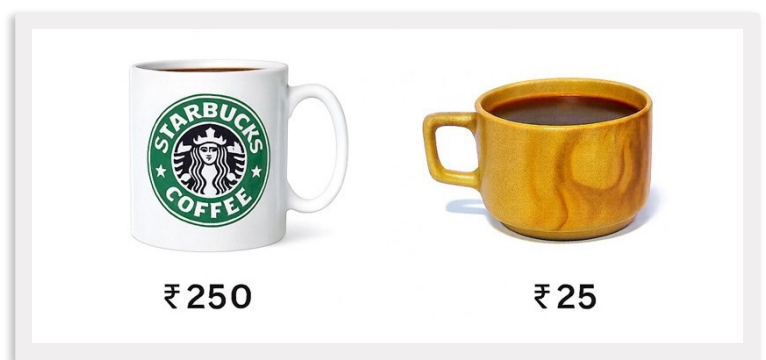
But the masters of our industry have always reminded us of one powerful truth: **“You’re not selling products, you’re selling yourself.”**

And that’s where the real difference lies. Mutual fund distribution is an over-commoditised business—every Asset Management Company (AMC) offers similar products, and performance leaders keep changing. **What sets you apart isn’t the product, but the brand you build around yourself.**

That brand is rooted in trust—the kind that makes clients stay with you through market cycles, gives you repeat business, and leads to referrals without you even asking.

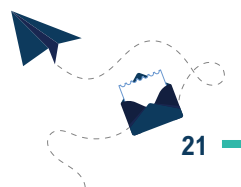
And here’s the key: best service is no longer a differentiator—it’s the bare minimum. What truly sets you apart is **professionalism, consistency, and the confidence clients feel when they see you as their trusted guide.**

Now you might be thinking, “But is a brand really worth that much?” Well, here’s a thought—if coffee is just coffee, why do people happily pay ten times more at Starbucks? **The answer, my friends, is Brand.**



10X coffee price? ✗
10X experience. ✓



➤ In this edition of Neev, we explore why you are the product—and how to build a brand around yourself.






Integrity as a Brand


During one of our recent trainings with Gajendra Kothari – **“One Idiot” of Etica Wealth**, we came across a real-life incident that perfectly illustrates what it means to build a brand on integrity.



A client who had once been managed by Gajendra was not valuing his guidance. Recognising that such a relationship would not work, Gajendra decided to part ways about a year and a half ago. Over time, that same client sent multiple emails seeking advice again, even acknowledging that he should have listened earlier.


  7 April 2025 at 12:12 AM

ADVICE DURING THE STORM
To: Gajendra Kothari, 

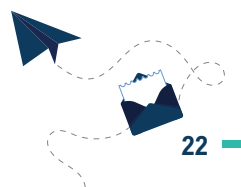
Good Morning Gajendra,
Hope you'll are well and safe.
During Covid, I remember you telling  to be calm and patient.
Do not panic and do not get stressed out.
The decision was bang on and it paid off.
I don't want to be caught napping and loose an opportunity in the current volatile market situation, hence the below question.
My reading for the current market situation for India, there is bigger worry than U.S. tarrifs and that is global recession.
What advice would you give me, in these times of uncertainty and turbulent markets.
Do let me know? I will look forward to hearing from you.
Thanks and regards


 [mailto: gajendra.kothari@eticawealth.com](mailto:gajendra.kothari@eticawealth.com) 14 May 2025 at 11:27 PM

Re: ADVICE DURING THE STORM
To: Gajendra Kothari,  
[Details](#)

Thank you Gajendra for your valuable insights.
What advice would you give me, post the ceasefire.
I plan to diversify and distribute evenly across large, mid and small caps. This was the advice you gave me last year same time and I did not pay heed to it but I have realized now, that I should Have listened to your advice.
Yes I plan to go aggressive as I have some additional money. Any recommendations you have would be appreciated. I won't hold you accountable for it.
Thank you once again for your help and support.
Regards


Disclaimer: Screenshots shared with consent from Gajendra Kothari. Client details have been anonymised to maintain confidentiality.



Here’s the powerful part: Gajendra’s stance was clear—*“Even if he wants to come back, we won’t onboard him.”* Since it was a long-standing relationship, he still replied to the client’s occasional queries, but he drew the line at re-onboarding. Why? **Because the business of advice has to be a two-way journey built on trust, respect, and discipline.**

What makes this even more unique is the freedom Gajendra has given to his team: they too can say “No” to prospects/investors who refuse to follow process. That freedom ensures that every client relationship is valuable and sustainable for both sides.

It also reflects a very **robust onboarding philosophy**—most objections are addressed and resolved before someone becomes an investor. This way, the relationship begins on a foundation of mutual clarity and long-term alignment, not short-term transactions.

This story is more than just about one client. It’s a reminder to every MFD: **your true brand is not built by accommodating everyone, but by standing by your principles, even if it means saying no.**



Let’s now understand how building a personal brand helped Ravi – a seasoned mutual fund distributor. – Inspired by True Events.

How Rs. 2,000 SIP Led to Rs. 50 Crore Relationship

From the first day of his mutual fund distribution journey, Ravi understood one thing: **people don’t buy products, they buy trust.**

That trust wasn’t built on showing the “best-performing” fund every quarter—it was built on **professionalism, consistency, and the confidence** investors felt in him as a brand.

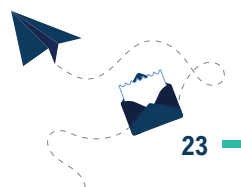
One of Ravi’s early clients, Mr. Shah, started with a humble ₹2,000 SIP. Over time, Ravi’s calm nature, neat appearance, and meaningful conversations made such an impression that Mr. Shah introduced him to his boss—**Mr. Mehta**, a well-connected businessman.

Ravi didn’t rush into selling. He listened, planned, and delivered. Years later, that one ₹2,000 SIP connection turned into a ₹50 crore AUM relationship with Mr. Mehta and his referred accounts.

Because the truth is simple:



Professionalism is not a one-day effort— it’s a habit you live every day.



Fast Forward to Today: How Professionalism Helps You Thrive Even in Turbulent Times

1



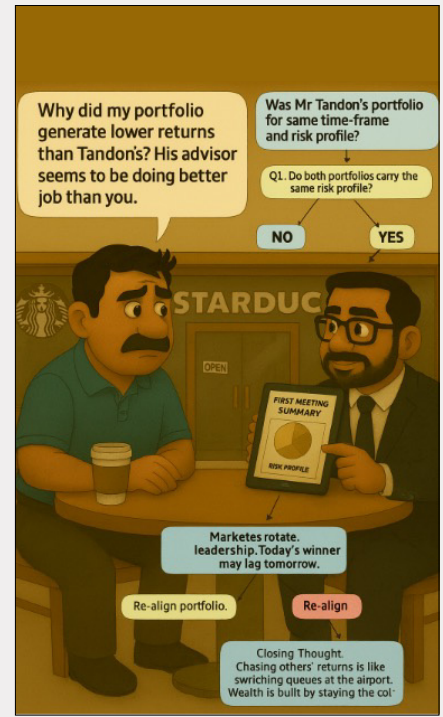
Morning 10 AM

2



Evening 7 PM

3



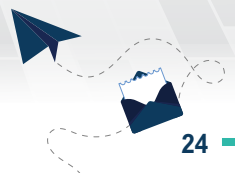
Inside StarDucks



It's not about coffee—
it's about the experience
your clients remember.



Documenting key notes from every
client interaction makes expectation
management smoother and more
professional.



Flowchart: Print It, Use It



Objection: “My return is lower than my friend’s, why?”

Normalize the Concern

“That’s a valid question, Mr. Mehta. Let’s try to understand the gap together with some data points.”

STEP 1 Check the Facts

Do we have a copy of Tandon’s portfolio? Only then can we make a fair comparison. If there’s something to learn or adopt, I’m open to it.

STEP 2 Reset Expectations

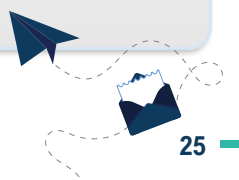
- ▶ At any given time, there can only be **one No. 1 fund** in a category. And here’s the truth: there is no permanent No. 1. Leadership keeps rotating, and it’s impossible to consistently predict which fund will be on top.
- ▶ In the short term, some funds will outperform and some will lag. In the long term, however, **returns converge to category averages**.
- ▶ Our focus should not be chasing the top performer of the moment, but earning **category returns or slightly better** over the long run.

STEP 3 The Reality of Comparisons

- ▶ If you use your friend’s portfolio as your benchmark, one of you will always be disappointed each quarter—because the “top” keeps flipping.
- ▶ This is **randomness** at play. The only benchmark that truly matters is *your own financial goals*.

STEP 4 The Role of Risk Profiles

- ▶ Portfolios are built on risk appetite.
- ▶ In a rally, **aggressive investors** with pure equity allocations will appear ahead of conservative ones.
- ▶ But when markets correct, it flips—the **moderate/conservative investors** with hybrids or multi-asset allocation funds will fall less, and sail through storms with fewer shocks.
- ▶ This is why your portfolio was designed around **your risk profile**, not your neighbour’s.



Conclusion:



Mr. Mehta, chasing someone else's returns is like switching queues at the airport – always frustrating. Wealth is built by staying the course with a clear plan, not by jumping from one 'winner' to another.

Acknowledgment: Special thanks to Gajendra Kothari (Etica Wealth), Nikhil Anandpara (Vision Ladder LLP), and Utkarsh Pandya (UTFinserve) for their valuable inputs in shaping this flowchart.

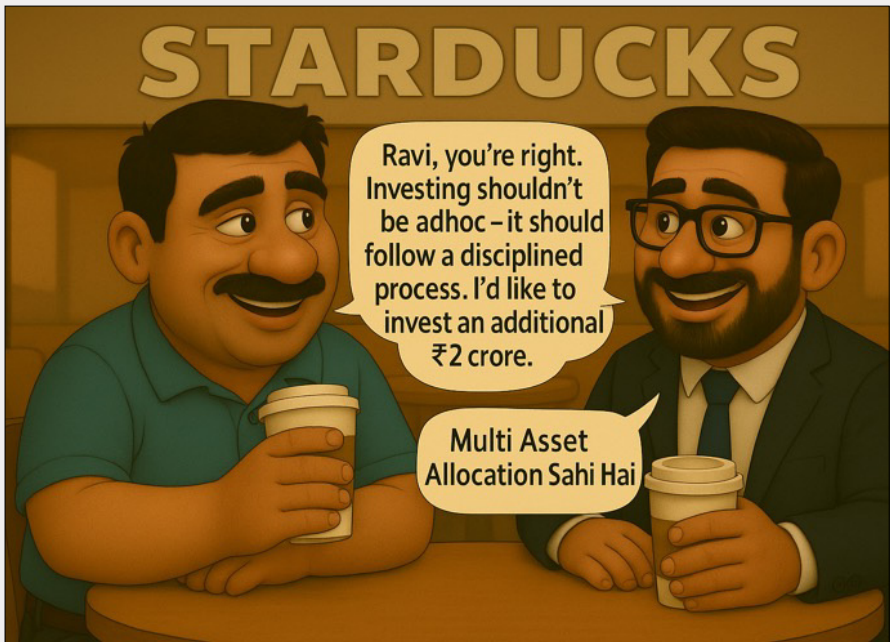
Anyone else wants to give us input to this question - please write to us at growunits@dspim.com

4

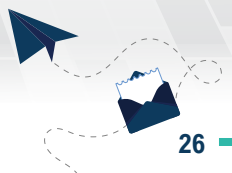
5




Mehta Thinking



Happy Ending



From 2011 to 2025: The Journey of Two Worlds



- Understands investor psychology and how to win their confidence.*
- Knows his investors well; Has different pitches for different segments.*
- Has a strong onboarding process across the organization.*
- Knows how and when to ask for referrals.*
- Follow a half-yearly portfolio review process.
- Stays updated by regularly reading DSP Netra.
- Knows how to turn investors' objections into opportunities.*
- Believes in strengthening the team with regular training.*
- Sets high standards of professional appearance for self and team.*

2011:
AUM ₹1 Crore

2025:
AUM ₹1,000 Crore

Ravi – The Brand



- Recommends only recent top performing funds.
- One-size-fits-all approach — no segmentation or tailored pitch.
- Struggles to ask for referrals; lacks confidence and process.
- No structured follow-ups
- Neglects staying updated consistently.
- Struggles when faced with objections.
- Works alone, no support team
- Has no structured process for portfolio reviews.
- Unprofessional appearance.

2011:
AUM ₹1 Crore

2025:
AUM ₹25 Crore

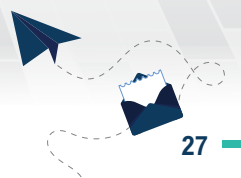
Aman – The Salesman

► **At DSP Mutual Fund, through our Distributor Success Initiative, we conduct training programs on these topics for MFDs and their teams.*

If you are interested in these training programs, please feel free to reach out to us at:



growunits@dspim.com



Ravi's Playbook: How to Build the Brand Called YOU



Know What You Stand For

- ▶ Ravi never introduced himself as “a distributor of XYZ funds.” He would say: *“I help families invest without losing sleep.”*
- ▶ **Action for you:** Write one line about your purpose. Put it on your WhatsApp status, email signature, and repeat it in every introduction.



Build Trust Through Strong Onboarding

- ▶ From the start, Ravi set clear expectations—explaining risks, time horizons, and discipline. He also clarified the difference between direct and regular plans, so clients valued advice and didn't later switch after seeing social media noise.
- ▶ **Action for you:** Use onboarding to address objections upfront, explain direct vs. regular, and align clients with your philosophy.



Show Up Like a Professional, Every Day

- ▶ Clients still remember Ravi's crisp white shirt and the way he was never late. That consistency built trust.
- ▶ Checklist:

<ul style="list-style-type: none"> ✓ Well-pressed shirt (white, pastel, light blue). ✓ Grey/navy/black trousers. ✓ Polished shoes + matching belt. 	<ul style="list-style-type: none"> ✓ Dark socks (never white). ✓ Always well-groomed and five minutes early.
---	--
- ▶ **Action for women MFDs:** Sober-colored saree/salwar/Western formals, closed-toe shoes, minimal accessories, neat hairstyle.



Be the Interpreter, Not the News Reader

- ▶ Ravi didn't bombard clients with news. He picked two insights a week and explained them with analogies—like comparing SIPs to cricket practice.
- ▶ **Action for you:** Every Sunday, note 2 insights in a diary. During the week, share them in simple language with clients.



Make Every Interaction Count

- ▶ Ravi's diary had notes like “Mr. Shah's daughter preparing for IIT.” When he asked six months later, Mr. Shah felt remembered—not managed.
- ▶ **Action for you:** Maintain a client diary. Capture preferences, goals, objections, life events. After every meeting, send a short summary. Review these notes before every meeting.



Stay Proactive, Not Reactive

- Ravi didn't wait for panic calls. He would call clients before reviews, sending short summaries.
- **Action for you:** Acknowledge queries quickly, send a summary after every meeting, and maintain a calendar for systematic reviews.



Sharpen Your Communication

- Ravi explained market volatility using cricket, SIPs using mango trees, and retirement planning using family stories.
- **Action for you:** Practice explaining one concept daily—without jargon. Use analogies, stories, or visuals.



Let Others Talk About You

- Mr. Shah didn't refer Ravi because of returns. He referred him because of Ravi's professionalism.
- **Action for you:** After a positive review, ask: *"Is there someone in your circle who would benefit from the same clarity?"*



Build a Strong Team Around You

- Ravi knew he couldn't grow alone. He developed a team of trained professionals who followed the same values, ensuring clients always got the same high-quality experience.
- **Action for you:** Invest in mentoring your team. A strong team multiplies your brand.



Stay Fit & Keep Habits That Compound

- Clients believe advice more when it comes from someone who looks disciplined. Ravi also kept micro-habits like re-reading objection-handling scripts before bed.
- **Action for you:** Dedicate time daily to fitness and choose one micro-habit — journaling, client updates, or practicing a pitch — and stick to it for 30 days.



Golden Rule: Clients may forget which fund you sold them. They'll never forget how you made them feel. That's your brand.

It's time to start crafting the brand called YOU.



Happy Advising



More Insights. More Impact.



Get smarter with every scroll - curated reads to power sharper decisions, deeper conversations, and better outcomes.



Netra

Early Warnings
& Signals
Through Charts

Transcript

Company Results
Commentary
Summary

Converse

Interest Rates
& Portfolio Insights

Report Card

Corporate Earnings
Snapshot Review

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