



Berkshire

DIVIDEND STRATEGY

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"Casual Friday" Commentary

Casual Friday: Dividends Circa 1260? + "Does It Make Sense To..." – March 9th 2018

This week there were new cross currents for the market to digest as the memory of VIX related issues seem to fade:

- Tariffs/potential trade war
- Gary Cohn's departure
- Italian election
- Monetary policy updates
 - US: Powell hints at possibility of 4 rate hikes, not 3
 - Euro-zone: Draghi leans slightly hawkish and hint the ECB won't be inclined to increase bond buying during the next downturn

For now, monetary policy probably carries the most magnitude, and will continue to threaten strategies singularly focused on yield. Rates across the globe appear to be on a path to normalization. Companies which benefit from increase in global economic activity (financial, industrial, consumer and tech) have the most room to defend and even thrive against the backdrop of higher rates.

Dividend Playbook

We know our readers are likely dividend aficionados.

While not our own creation, we are happy to share this presentation on the power of dividends from one of our favorite websites; the Visual Capitalist. There are lots of great concepts and some fun trivia to share with clients. Who knew the first dividend was paid in 1260!

<http://www.visualcapitalist.com/power-dividend-investing/>

Phraseology: Does it make sense to stop saying - "does this make sense?"

Apparently, sales gurus are divided on the efficacy of using the phrase "Does this make sense?" to elicit feedback from clients and/or prospects.

Proponents argue it's an attempt by a sales professional to gather a bit more information rather than droning on endlessly. Others would say it's a vague and insecure attempt by the presenter to ask if he / she is doing a good job explaining the concept. After all, a confident presenter would know his message is clear and on target.

This article will reveal an effective twist on the phrase and will help you forward your agenda:

<https://www.heinzmarketing.com/2018/03/single-best-closing-question-use-sales/>

And while you are at it, consider quit using these common yet cringe worthy phrases all together....

<https://blog.hubspot.com/sales/obnoxious-sales-phrases-that-make-prospects-hang-up>

Rainmakers know that taking the extra time to carefully rework questions makes all the difference.

-Gerry

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Dividend Highlights

- Dividend growth can often provide transparent insight into a company's fundamentals and vitality.
- Dividend growth can provide an attractive stream of increasing cash flow to satisfy many financial objectives.

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