NEW CLIENT PROCESS

The Welcome Process

IF YOU DON'T HAVE ONE, GET ONE

How you treat a new client after onboarding presents another potential point of positive differentiation for you. A simple welcome process can make your clients feel appreciated, confident, and pleased with their decision in choosing you as their new Financial Advisor. It will build trust and rapport.

Furthermore, if they are comparing working with you to their previous experiences with other Financial Advisors, there is a good chance you can easily exceed their expectations. It's a fantastic opportunity to build a new relationship.

Put yourself in their shoes for a minute. They agree to recommendations, they sign a plethora of forms, and then they don't know if and when they'll ever hear from a Financial Advisor again. Between two to six weeks (perhaps even longer), it can feel like their life savings is in limbo, transferring from one institution to another. Then a couple months later, they receive their first statement, which they may or may not understand. Perhaps they have questions but aren't sure who to call for what.

The point is, there are a lot of unknowns for new clients. They're brought into the fold and get to experience all aspects of your ongoing client service. But what should you do in the meantime? Clearly you can see that not having a new client welcome process is not an option.

THE ASSISTANT'S ROLE

We have more good news. This new client welcome process includes a few simple steps that can be delegated and easily implemented by your assistant. In addition, this approach not only leverages your assistant's time, but also introduces your new clients to your assistant at an early stage in the relationship as a valuable member of your team. This inclusion of your assistant emphasizes the role they have in a client service capacity going forward and ultimately makes new clients less dependent on you.

THE WELCOME PROCESS

This simple four-step process is a great way to bring on new clients each and every time:

1. Welcome Card
2. Welcome Letter
3. Welcome Gift
4. First Statement & Care Call

So let's get started and get your new client welcome process underway.