

## NEW CLIENT PROCESS 1<sup>ST</sup> APPOINTMENT

# Advisor Script

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This is the companion script for Advisors conducting the First Appointment with new clients.

You will need to thoroughly review and customize this script where required to ensure it reflects your personality and communication style. This meeting should take approximately 45 minutes to one hour.

### Greeting (5 Minutes)

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- Welcome client and establish a rapport with them (focus on FORM).
- Make small talk (weather, sports, families, anything to establish common ground).

### Meeting Overview (2 Minutes)

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Here is the agenda for today's meeting [give them a copy of the agenda].

I want to begin by saying that we will not be making any decisions today. Our purpose today is to determine IF THERE IS A FIT.

We use the FIT process to ensure we are mutually committing to a long-term relationship based on a full understanding of each other.

The things that I will be considering are:

- Your Financial and Lifestyle goals and if they are aligned with our approach to Wealth Management.
- Your assets and if they are in line with our approach to long-term investing.
- Our chemistry and whether it looks like we have the makings of a long-term relationship based on trust.

Of course, you'll need to consider:

- Our approach to Wealth Management and if it's aligned with what's most important to you, whether they be Financial goals, Lifestyle goals, or goals about a Work Optional Lifestyle.
- Our chemistry and whether you see the value in having a long-term relationship with our firm that is based on trust.

Of course everything we are doing today is to determine whether or not we have a mutual FIT.

At the end of this meeting, we will arrange a telephone call for a couple of days from now.

At that time we will determine if we have a FIT and then decide in what direction we want to proceed. Does that sound reasonable to you [Prospective Client]?

### About Our Practice and Approach ( 5 Minutes)

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You need to carefully script out the items below so they accurately reflect and properly position you and your practice. It should also reinforce the messaging in your Introduction Kit.

#### About Myself

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You probably want to know a little bit more about me...

#### About (My Company)

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I think it is important you know something about my practice and those on my team...

#### About (The Company) I Work With (If Appropriate For Your Circumstances)

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I think it is important you know something about the company I have chosen to work with...

#### About Our Philosophy, Planning Strategy and Process

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At this point, insert the scripting you created from the Shoot Your Trailer section and the Value Proposition Worksheet to explain and expand on your Philosophy, Planning Strategy and Process.



## Compensation

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It's important for me to explain right up front how I am compensated.

At this point, articulate how you are compensated to the client in a forthright and upbeat way. This is meant to highlight how you charge for your services, so it is important to clearly outline the way(s) in which you are compensated. A sample has been provided below. Customize or modify the sample if it does not exactly fit your circumstances.

As an advisor providing complete financial planning, we want to be recognized as your primary advisor for all financial circumstances. For these services we charge a fee based on the asset level that we manage for you. Depending on your needs, and our recommendations, there could be a one time or ongoing financial planning fee as well.

This fee covers the cost of both the advice and knowledge that I provide you, as well as, all of the costs related to trading, investing, money movement and general administration of your account.

## The Planning Process - Critical Financial Events (5 Minutes)

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The Critical Financial Graphics are found in this strategy and should be used to help you explain your process during this part of the meeting.

This is also where you show the prospective client a sample Personal Financial Profile (your Fact Finder) and sample Personal Financial Organizer (PFO) so they know what to expect in their next appointment and the ultimate result (PFO) of going through this process.

I engage in comprehensive wealth management with my clients. . (Use Graphic 1, here.)

What this means is that, if you become my client, I will help you to attain financial independence and to achieve your goals.



Most Advisors think of financial planning as a one-time event. They prepare an elaborate plan, which is usually obsolete by the time they deliver it to their clients and the plan is rarely looked at after the fact.

We take a different approach. We use a concept called Critical Financial Events. Critical Financial Events are anything and everything that pertains to and affects your finances, either now, or in the future. It could be retiring, legacy planning, education planning, charitable giving, etc.

Critical Financial Events are sometimes predictable and planned but our experience is that they are more often random. One thing we do know is that they can have a profound impact on peoples' lives.

Your life will have its own pattern of Critical Financial Events. You will be much happier throughout your life and have greater peace of mind if you have planned for the different possible events that can occur.

We follow a process of planning for potential Critical Financial Events which may affect you and your family. (Use Graphic #2 here.)

Our purpose is to cushion the effects of the Critical Financial Events in your life so you stay on track and reach your financial goals and objectives.

We do this by recognizing the significance of your Critical Financial Events. This means having a clear understanding of your goals, objectives and current circumstances.

We will then use our resources, knowledge and expertise to provide advice and develop a long-term relationship of trust and understanding. (Use Graphic #3 here.)

This will help you to achieve what you want at any juncture in your life.

If we decide to proceed, at our next meeting we will complete a Personal Financial Profile like this one (this is the tool you use to gather financial information from your clients). (Show them your Personal Financial Profile tool.)

We do this by first examining your current financial situation.

Just as a doctor takes your medical history before making any treatment recommendations, I need to have a complete understanding of your financial health before giving you any advice\*.

\* Alt text: "Just as a coach decides on the best game plan for his players, this information will allow me to recommend the best financial strategy for you. Once we understand your current financial situation, we will implement a game plan to help you to achieve your goals."

Based on this information, we will propose a series of financial strategies for implementation. We will explain the options available to you and discuss the implications of each one.

Our clients need to understand how each option will affect their financial affairs now and in the future.

We then suggest the approaches that will help you meet your goals and objectives. We will then implement the strategies we agree upon.

To monitor how these strategies could be affected by critical financial events, we prepare a Personal Financial Organizer (PFO) for all our preferred clients. ([Show sample of the Personal Financial Organizer \(PFO\)](#))

We meet with our clients regularly to monitor their Personal Financial Organizer (PFO) and to ensure that they are prepared for relevant Critical Financial Events.

We will also ensure that our clients are kept up-to-date on any changes, and of course, we expect them to do the same.

Do you have any questions?

### Understanding Your Expectations (5-10 Minutes)

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As a starting point, I want to learn more about your experience working with other financial professionals as well as, get an understanding of your expectations of the financial planning process.



This will help us determine if the approach, advice and services we provide is a good fit for what you are looking for.

Use the FIT Criteria Checklist to conduct this portion of the meeting. These questions will provide you with important information to assess if this prospective client is a good fit for you and your practice. This means they have both the right attitude and the right assets

Ask follow up questions where appropriate.

### Your Financial & Lifestyle Goals: What's important To You? (20-30 Minutes)

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Now I want to learn more about your specific financial and lifestyle goals so I have a clear understanding of what's important to you.

To start this discussion, please review this handout.

Give them the "What is Important to You?" worksheet.

I use this process with all of my clients to help me understand how I can help them. Please check the 3 things that are most important to you right now - on this list.

Without saying anything, give them a few minutes to complete the form.

Some people will take longer than others. After the client(s) complete the work- sheet, discuss their choices with them. You may wish to use the following to find out more information:

Financial peace of mind] means different things to different people. Help me understand what "Financial peace of mind" means to you? That's interesting.....do you mean (rephrase what they said). I understand that [Financial peace of mind defined] is important to you. Can you tell me more about this?

Is there anything else [Prospective Client] that we haven't discussed today as it relates to your financial and lifestyle goals that you'd like to add?

## Where We Go From Here (2 Minutes)

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[Prospective Client] as I mentioned at the start, the purpose of today's meeting was to determine whether or not there is a FIT between us.

The last item on our agenda is: Where We Go from Here.

This is an important decision for both of us so over the next two days I'd like you to think about what we covered here today and whether or not there is a FIT between us.

I will also carefully consider your situation to determine if there is a good FIT with our philosophy and approach.

When we next talk, each of us will have determined if there is a FIT with the other. If we decide we have a FIT, we will book our next appointment at that time.

When would be a convenient time for me to call you and discuss this?

What is the best number for me to reach you at that time?

Make sure you call the decision-maker and be very specific about where and when you will contact them.

Do you have any other questions [Prospective Client]?

It was a pleasure meeting you and I look forward to touching base with you on [Date and time].

Note: The "Is there a Fit Call" should be made by the Advisor at precisely the date and time you said you would be calling.

Use the "Is there a Fit Call Script".