

Pre-Appointment Initial Contact Script for Advisors

*This script is used as the first point of contact when speaking with prospective new clients.
The script is written to reflect the Advisor making an outbound call to the prospective client.
However, it should also be used with prospective clients who call into you (begin on the fifth step).
It is recommended the Advisor makes this introductory call.*

Hi may I speak with [Prospective Client's Name] please?

Thank you, [Prospective Client's Name]. This is [Advisor] calling from [Firm].

The reason I am calling is that [Name of Referrer] told me that you would be interested in finding out more about our services and what we do (reference FORM if appropriate).

[Prospective Client], we have a process we follow when we meet with someone for the first time.

(Call-In Inquiries (Begin Here))

The first step is for us to send you our Introduction Kit. This will provide you with important information about who we are and how you might benefit from what we do.

The second step is for us to call you after you've received the Introduction Kit and had an opportunity to review it – to book our first appointment.

The first appointment we have will be approximately 45 minutes long and is an opportunity for us to determine a FIT.



I want to stress that no decisions will be made at this first meeting. We believe the best decisions are made in an unhurried manner, so we feel it is very important for both of us to have a couple of days after this meeting to reflect on what we've heard and learned.

You can use that time to assess our practice and approach to ensure we can deliver what you are looking for. And, I will use that time to assess your needs and expectations to ensure they are a good fit for our philosophy and approach.

On that follow up call, we will either mutually agree that there is a FIT and we will proceed to the next step OR one of us will determine that we are not right for each other and we will respectfully not proceed any further. Does that sound reasonable?

Great - can I please have (or confirm) your address so we can get this Introduction Kit out to you? As I mentioned, you can expect a call from [Assistant] after you receive the Introduction Kit to arrange a first meeting.

Do you have any questions about our process?

Thank you for your time [Prospective Client]. I look forward to meeting you.