

# The 1<sup>st</sup> Appointment

## WHY is this Important?

When meeting a potential client, it is essential to have a professional and consistent process in place. This is where Advisors can set the stage for an exceptional client experience from start to finish.



What makes this FIT meeting both unique and powerful is the stark contrast to what potential new clients are used to experiencing at a first appointment. They expect to hear product and possibly performance talk. They expect to hear sales and investment talk. They also expect the all too predictable 'close' at the end. In other words, they are bracing for the end of the meeting where they expect you to push for them to make a hurried decision. This represents everything this appointment is not.

This meeting is about you determining if this person is a good fit for the wealth management solutions you offer. It is about providing the potential new client with the opportunity to make the same assessment - are you a fit? In other words, are both parties looking forward to the prospect of moving forward and working together?

Every relationship is a direct reflection of how it began.

## WHAT You Can Expect from this Best Practice

- Establish rapport, trust and understanding with a prospective client
- Build client relationships using a forthright and well-understood meeting process
- Pre-emptively answer potential questions or concerns
- Set the stage for a productive, professional relationship
- Clearly articulate how you conduct yourself and what a client can expect from you
- Ensure that the FIT process is used with every new client

# HOW You Can Implement Now

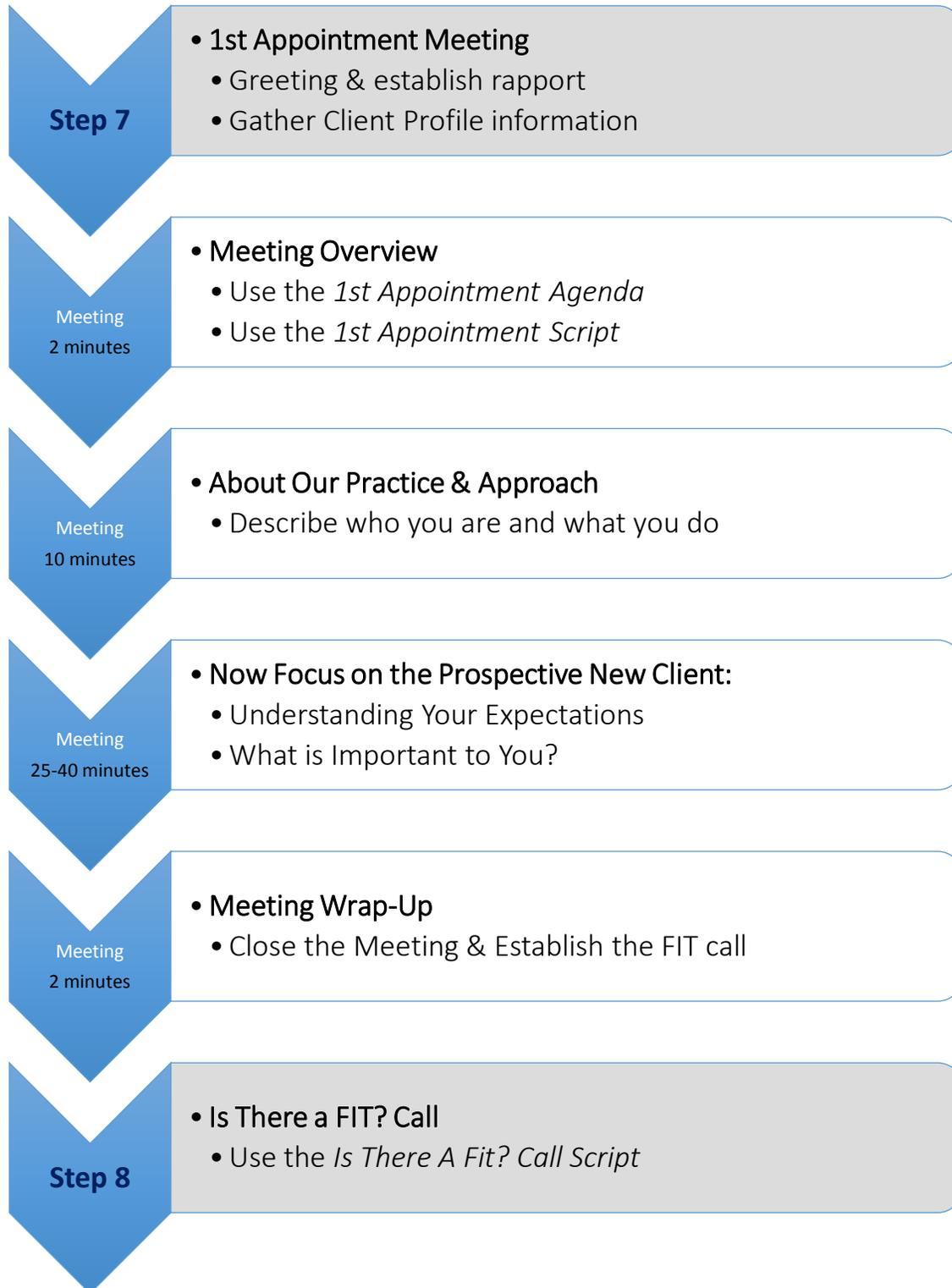
## The 1st Appointment - Is there a Fit?

1. Review The 1<sup>st</sup> Appointment Graphic and add it to your Procedures Manual.
  - a. Every appointment in this process is Agenda-Driven so if you aren't actively using agendas or need a refresher in why we recommend them, review Always Use an Agenda.
  - b. To get a better understanding of your 'no-fit' options read Plan B: When There Isn't a Fit.
2. Print, review and customize the 1<sup>st</sup> Appointment Agenda.
  - a. Ensure the 1st Appointment Agenda is formatted and ready to use.
3. Print and review the 1<sup>st</sup> Appointment Advisor Script.
  - a. Note the time estimations for each section.
  - b. Customize the personal parts of the 1st Appointment Script.
  - c. Do not change the order of the meeting.
  - d. Be concise and do not provide unnecessary detail.
4. Use graphics to enhance the meeting experience and to create client engagement when discussing your wealth management process.
  - a. Print the Critical Financial Events and Our Partnership Approach graphics.
  - b. You may already have graphics that serve this purpose.
5. Use tools to differentiate your branding and to continue to engage with the clients.
  - a. Review, customize and print the Understanding Your Expectations to assess prospective new clients based on their Assets (profitability) and Attitude.
  - b. Print the What's Important to You? and use this tool to gather information directly related to what the prospective client values and places a high priority on.
    - Note: Each meeting participant should receive one of these to complete during the meeting.
  - c. You will also want to bring a sample of the questionnaire you use for fact finding to this meeting, if you have one. If you don't, we will help you identify one to use.
6. Practice the 1st Appointment delivery in conjunction with the Agenda, Script and all other resources.
7. Identify who on the team will be responsible for each of the 1st Appointment steps.
  - a. Add this information to your New Client Advocate Checklist.
8. Add all 1st Appointment scripts, resources and templates to your Procedures Manual.

## Making the "Is there a Fit" Call

1. Print and review the Is there a Fit Advisor Script resource.
2. Practice the Is There a Fit Advisor Script.
3. Assess Fit based on your:
  - o Ideal Client Profile
  - o Knock Out Factors
4. Always call when and where you said you would.

# The 1<sup>st</sup> Appointment Graphic



# Using Agendas

An agenda is instrumental in delivering a consistent and professional approach to all client meetings, but sets an especially impressive tone on the initial meeting with a new prospective client.

## Create Good Chemistry and then Begin the Meeting

We know you enjoy chatting and catching up with your clients (and they with you too). In fact, that's exactly the type of thing that enables you to build relationships with your clients – which is terrific. But, like everything else, we need to be sensitive of the time. To effectively transition from 'catching up' to getting down to business, simply provide an agenda to each meeting participant. This respectfully signals the beginning of the meeting. Again, establishing rapport is important to set a positive tone before diving into business. Limit this to about 5 minutes and then begin the meeting. You will also have opportunities to ask questions and learn more about your potential client(s) as you progress through the meeting.



## Efficient Use of Everyone's Time

Once you start to see the benefits an agenda creates in terms of simplifying both meeting preparation and delivery, you'll be hooked. Not only that, your clients will take immediate notice of your more structured and organized approach in your meetings with them. Who could dismiss a tool that keeps everyone on task and covers off all the key topics? The agenda will also allow you to end the meeting on time. Time is something most people don't have a lot of, so it is important we respect the time they do give us. This means it's critically important to establish a maximum amount of time for each meeting. This also enhances scarcity.

You'll notice in addition to 'name' and 'date' on each agenda, there is a 'time' indicator as well. It's important you clearly spell out the time available to create the proper expectation. If we set a meeting for 1:00 pm and then appear to have all the time in the world, what image are we projecting? Think about the other professionals who serve you: Doctor, Lawyer, Accountant – even your Mechanic or Stylist. How many of these would allow you to show up unexpectedly and have access to significant blocks of their time? It would be a short list.

## Using Standardized Agendas

Although there are different types of meetings for different purposes, many of them can be managed by standardized agendas. In this way, we can eliminate the need to create different agendas for every client meeting. This approach will help you effectively manage bringing on new clients, as well as servicing your existing ones. It provides focus, professionalism and consistency – all important in creating a meaningful meeting experience.

Stay tuned for more details on each of the specific Agendas we recommend, beginning with the 1<sup>st</sup> Appointment Agenda in the new client process, which is covered in this best practice.

# Plan B: When there isn't a FIT

The concept of FIT is designed to ensure Advisors add only those clients who are appropriate, *and* who add value to their practice. In the process, we weed those potential clients out who are not a fit. So, when “Plan A” falls through because someone is NOT a Fit, it can be helpful to both you and the potential new client, if you’ve got “Plan B” waiting in the wings.

“Plan B” is a way you can assist the friend, neighbor or colleague introduced to you by one of your best clients – without taking ownership of the relationship. This means you won’t have gone through the exercise of right-sizing just to end up in the same boat a few years down the line. Let’s be clear here, you don’t have the time (and likely the desire) to service lower-tier and less than ideal clients.

When is “Plan B” appropriate? Whenever there isn’t a FIT – regardless of whether the lack of FIT comes from Attitude, Advocacy or Assets. If it isn’t a FIT, it simply isn’t a FIT<sup>1</sup>.

And, what exactly is “Plan B”? “Plan B” will vary depending on the Advisor’s unique situation. “Plan B” involves a couple of possible ‘solutions’ for helping “non-Fits” without servicing them yourself.

## 1. Introduce them to another Financial Advisor in the Office

This strategy involves finding an Advisor who is genuinely interested in and willing to accept the kinds of clients you aren’t. This may be someone new to the business or office, perhaps an Advisor with less than five years of experience. Since ‘new’ Advisors are eager to create a client base and enthusiastic about servicing them, they’ll likely get better service from this Advisor than you would ever be able to provide them – because you are (of course) too busy focusing on and servicing your top tier clients.

*“In reviewing your situation Bob, we’ve determined that the comprehensive financial planning services and investment approaches we offer are not best suited to your situation. If you are open to it, I would like to introduce you to an Advisor in the office whose approach is better suited to your specific needs.” [Optional] “Over the years I’ve been pleased to introduce many individuals to [Advisor]. He/She will be pleased to provide you with what you are looking for.”*

Of course, you’ll want to be confident that the Advisor you are informally aligning yourself with is professional and competent in serving these clients.

## 2. Introduce them to the Call Center or Other Resource at the Firm

For Advisors who work with a firm which provides access to a centralized ‘Client Service Call Center’ specifically designed for smaller accounts, you may be able to refer clients to this alternate firm approach to account servicing. You may also have access to other types of firm representatives who can then handle these smaller, less complicated service needs.

---

<sup>1</sup> The only exception might be a family member of one of your best clients.

Often, fee-based Advisors will position this as follows:

*“It would be a pleasure to help you out Bob. One of my concerns however, is that because we provide comprehensive financial planning services, you would be paying more to implement these straight forward strategies with us – than you otherwise would if dealing directly with one of our other qualified representatives. Based on that, I’m going to recommend you speak with [name of contact who represents the Call Centre or other appropriate representative] who will be pleased to assist you. They will give you what you are looking for in a more cost-effective way.”*

The great thing about this approach is that you are turning them down, but doing so in a manner that says you are looking out for them. What do you think will happen when their situation evolves to a point where they do need comprehensive financial planning services and/or want to employ more complex investment strategies?

### **3. Introduce them to your Junior Advisor**

Having a Junior Advisor or Associate Advisor on your team doesn’t mean you should be accepting ALL clients and simply delegating all lower-tier clients to the Junior Advisor. We need to be sensitive to the time of the Junior Advisor as well, and recognize that they too have a finite capacity to serve clients.

You need to be clear on what the knock-out factors are for your practice – these are the criteria you establish that are essentially deal breakers, meaning nobody on your team will service them. Once a potential new client establishes they haven’t violated any knock-out factors, you may want to assign them to the Junior Advisor for servicing. Since the Junior Advisor is under the umbrella of your practice, this is easy to implement with proper positioning, which begins with your Introduction Kit. The best part: you share in the revenue of the new client without having to service them yourself.

Rule of thumb: Leverage your Junior Advisor wisely.

### **4. Fund Companies & Online Options**

Sometimes the fees or costs associated with opening smaller accounts simply isn’t worth it for the potential new client. This is where it’s important to position yourself as a comprehensive financial planner. In this case, you can position ‘rejection’ in a way that will benefit the client and leave you looking like a professional with integrity.

*“You know, I’d really like to help you out Mr. Jones. This is something we **can** do, however, I’m afraid that the account fees and ongoing management costs associated with opening your accounts with me, simply isn’t in your best interest. I’d rather see you do something more cost-effective and work directly with the fund company/online option. Let me get you some information on a couple of options that may be a good fit for you.”*

This is the kind of positioning, that when Mr. Jones is ready for comprehensive financial planning (i.e. he has more money and is committed to a savings program) – he may think of you and return, or refer someone to you that is a good FIT.

## 5. Banks

Even if you are not directly affiliated with a bank, there may be a time where someone is looking for something basic and readily available-such as a traditional bank. In this case, be forthright – as always – and tell them that. Direct them back to their own bank or credit union if possible. You might also want to have a few different high level ideas you can offer to set them on the right path. The important thing again, is to make the recommendation by positioning what’s in their best interest at the forefront, not yours.

*“You know, I’d really like to help you out Mr. Jones. This is something we **can** do, however, I’m afraid that the account fees and ongoing management costs associated with opening your accounts with me, simply isn’t in your best interest. I’d rather see you do something more cost-effective and work directly with your main banking relationship. I usually recommend that you work directly with your own bank.”*

Once you’ve reviewed the options above, decide which one(s) will work best for you, your practice, and the situation. Once you have your “Plan B” figured out, script it out and practice it often. You want to be completely comfortable any time you are in a situation when there isn’t a fit and you have to rely on “Plan B”.

Finally, you need to remember if you take the time to meet with a potential client, you have fulfilled your commitment to your client to try to assist those they know and care about. We’ve known Advisors who have turned someone down during the fit process, who ultimately became advocates for them – because these people recognized and valued the honesty and integrity of the Advisor and their process.

## 1<sup>st</sup> Appointment Agenda Is there a Fit?

[Prospective Client Name]

[Date]

[Time]

- **Meeting Overview**
- **About Our Practice and Approach**
  - An Introduction to Our Team
  - Our Wealth Management Process
  - Your Critical Financial Events
  - Our Fee for Service
- **Understanding Your Expectations**
- **Your Wealth & Lifestyle Goals**
  - What's Important to You?
  - Where You Are Right Now
- **Meeting Wrap-Up**

# 1st Appointment Script for Advisor

*This is the companion script for Advisors conducting the 1<sup>st</sup> Appointment with potential 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)

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

### 1. Meeting Overview (2 minutes)

- 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.
- This will ensure that we are mutually committing to a long-term relationship that is based on trust.
  - **I will consider:**
    - Your goals and objectives and if they are in line with the services I provide.
    - Your assets, and if those assets are a good fit for the strategies that we employ here.
    - Our chemistry and the potential for a healthy long-term relationship.
  - **You need to consider:**
    - Our ability to provide you what you are looking for.
    - Our investment philosophy and approach.
    - Our chemistry and your desire to begin a long-term relationship.
- First, I'd like to tell you about our team, our approach to wealth management and our fee for services. Of course, I will answer any questions you have. I expect this will take about 15 minutes.
- Then, I will spend the remainder of the meeting learning more about what you are looking for. This will include a discussion of your goals and getting an understanding of "What's Important to You."
- Of course, everything we are doing today is to determine whether we have a mutual FIT.
- At the end of this meeting, we will arrange a telephone call for a couple 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]?

## 2. About Our Practice & Approach (10-15 minutes)

*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.*

### **An Introduction to Our Team**

- You probably want to know a little bit more about me...
- What I'd like you to know about our team is...
- I think it is important you know something about the company I have chosen to work with...

### **Our Wealth Management Process & Your Critical Financial Events**

*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.*

- **It's important to understand we engage in complete wealth management with our clients. A key part of our approach involves helping you simplify, organize and coordinate all aspects of your wealth management.**
  - [Use Critical Financial Event Graphic here.](#)
- What this means is that, if you become our client, we will help you to attain financial independence and to achieve your wealth and lifestyle goals.
- Financial Advisors tend to approach wealth management differently. Many prepare an elaborate plan, which can become out-of-date based on the dynamic things going on in their clients' lives.
- **We take a different approach to wealth management - a concept called managing 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. 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 Our Partnership Approach Graphic here.](#)

- This will help you to achieve what you want at any juncture in your life.
- Also, by using this process you will begin to recognize when others can benefit from our services and assist them by recommending they seek out the assistance that they need.
- **If we decide to proceed, at our next meeting we will complete a Personal Financial Profile like this one.**
  - Show them your *Personal Financial Profile* (this is the tool use to fact find).
  - We do this by first carefully examining your current financial situation.
- **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)* and explain what it is.
- 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?

## Our Fee for Service

*If you currently have a way of communicating your fee structure, this is the place to discuss it. If you do not, you can review the different fee models outlined below and choose the one which best reflects your approach customize as required. Delete the others from the script.*

- It's important for me to explain our Fee for Services right up front.
- We provide complete wealth management planning, which is comprised of comprehensive financial planning and investment management.
- The people we work with consider us their primary Advisory and trust us to help them with anything related to their financial circumstances.

### Fee-Based Percentage of Assets

- There are different ways we could charge for our services. One option is that we **could** ask you to pay us for each transaction we perform on your behalf. However, if we went with this option every time we a suitable recommendation for you, you would be considering the cost of that transaction instead of simply considering how it will help you to reach your goals. This may create a barrier to making sure we always do what is best for you. As well, these commissions would only cover the costs of administering your investments and insurance. They would not compensate us for the advice we provide for you in relation to your comprehensive wealth management.
- Fortunately, there is a **better approach**. We charge you a fully disclosed fee which is based on a percentage of the assets we manage for you. This fee covers the cost of the investments management, administration, and comprehensive wealth management we provide you. The

benefit to you is that there are no transaction costs, so these are never part of the decision to buy or sell a security.

#### Transactional & Fee-Based

- There are a couple of different ways we can charge for our services.
- We offer you two choices and we discuss your needs to determine which option is better for you.
- With the **first option**, we receive compensation for each transaction we perform for you. The benefit to you is that there are no additional costs over and above the normal administrative costs of investing in any similar product.
- Under the **second option**, we charge you a fee that is a percentage of the assets that we manage for you. This fee covers the cost of both the advice and knowledge that I provide and the costs of administering your account. The benefit to you is that there are no transaction costs, so these are never part of the decision to buy or sell a security.
- As I said, once we have looked at your current financial situation, we can talk about which option is better for you.

#### Fee-Only Planning: No Commissions (Those who do not provide investment management services)

- To ensure we offer you quality, unbiased advice we provide you with comprehensive wealth management advice only, which is based on a [hourly rate/annual retainer].
- This fee for service is for the comprehensive wealth management advice we provide, which covers every aspect of your financial situation now and well into the future.
- When it comes to your investments, they will be managed by a third-party – for example the advisor you have right now, who will charge you directly for the costs of administering your investments and insurance.
- Under this system, we are completely accountable to you. You know you are getting what you pay for – which is the wealth management advice we provide.

*Closing this section of the meeting regardless of model chosen:*

- Finally, we want you to know that we encourage our clients to contact us if they ever have any questions about their fees.

### **3. Understanding Your Expectations (5-10 minutes)**

*Use the [Understanding Your Expectations](#) 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: the right attitude and the right assets.*

- As a starting point, I want to get an understanding of your expectations of the financial planning process, as well as learn about your experience working with other financial professionals up to this point.
- This will help us determine if the approach, advice and services we provide is a good fit for what you are looking for.

## 4. Your Wealth & Lifestyle Goals (20-30 minutes)

### What's Important to You?

- 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's Important to You?](#)
- I use this process with all my clients as a starting point 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 worksheet, 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 is [Financial peace of mind] 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 You Are Right Now

*If through previous discussions you haven't determined an approximation of their current investible assets, you need to do so to assess their FIT in terms of Assets. Refer to the bottom half of page 2 of the Understanding Your Expectations resource for a structured approach. Alternately, you may want to say something as follows:*

- Our wealth management approach and investment philosophy are best suited to those who have approximately [insert your ideal Asset criteria here] in investable assets – does this resemble your current situation?

*It is important you uncover the 'big picture' to determine other possible assets outside what may be deemed currently available because this may be a great long-term client with a short-term situation that doesn't fit (i.e. they have other assets/money coming available for investment soon).*

## 5. Meeting Wrap-Up (2 minutes)

- [Prospective Client] as I mentioned at the start, the purpose of today's meeting was to determine whether 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 2 days I'd like you to think about what we covered here today and whether 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.
- **Would (two business days forward) be a convenient time to call and discuss this with you?**
- 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”.*

# Graphics to Enhance Communication

We recommend you use meaningful visual aids to help your prospective client understand Financial Planning, which is often misunderstood. Here are a couple of our graphics you may wish to use.

## Understanding *Your* Critical Financial Events

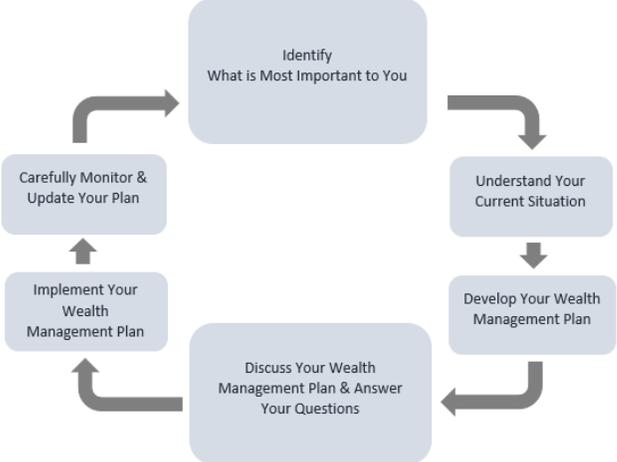
These events are sometimes predictable and sometimes random or unexpected.  
They always have a profound impact on people's lives.

Purchase Home 	New Baby or Grandbaby 	Lifestyle Downsizing 
Travel 	Retirement 	Divorce 
Wedding 	Loss of Spouse 	Planned Gifting 
Vacation Home 	Kids to College 	Inheritance 
Elderly Parent Care 	Sell Business 	Illness or Disability 

We Simplify, Organize, and Coordinate all Aspects of Your Wealth Management

## Our Partnership Approach

We work with you and other professionals to maximize your wealth management.



```

graph TD
    A[Identify What is Most Important to You] --> B[Understand Your Current Situation]
    B --> C[Develop Your Wealth Management Plan]
    C --> D[Discuss Your Wealth Management Plan & Answer Your Questions]
    D --> E[Implement Your Wealth Management Plan]
    E --> F[Carefully Monitor & Update Your Plan]
    F --> A
    
```



We Simplify, Organize, and Coordinate all Aspects of Your Wealth Management

# Understanding Your Expectations

## Your Experience Working with Financial Professionals

1. You currently work with a:      Financial Advisor            Investment Advisor        
   Estate Planner            Other (specify)

How long have you worked with this individual(s)? \_\_\_\_\_

Are you satisfied with their service? Why or why not?

2. What are your primary reasons for seeking a financial advisor?  
3. What are your expectations from the financial planning process?  
4. What stage are you at in your career?

Starting career	<input type="checkbox"/>	Semi-retired	<input type="checkbox"/>
Mid-career	<input type="checkbox"/>	Retired	<input type="checkbox"/>
Nearing Retirement	<input type="checkbox"/>	Other _____	

5. Do you have a Retirement Plan? Yes  No   
*If yes - Are you satisfied with it? Why or why not?*
6. Do you have an Estate Plan? Yes  No   
*If yes - Are you satisfied with it? Why or why not?*
7. What is the best financial decision you've ever made?  
8. What is the worst financial decision you've ever made?

## Your Current Financial Situation (the Big Picture)

To the best of your knowledge, approximately how much do you currently have in totally investable assets? \$ \_\_\_\_\_ If possible, provide more details:

Savings - Cash & Cash Equivalents	\$ _____
Savings - Retirement	\$ _____
Savings - Education & Caring for Others	\$ _____
Savings - Other	\$ _____
Assets Other - Real Estate, Business	\$ _____
Debt - Mortgage	\$ _____
Debt - Non-Mortgage	\$ _____
Approximate Annual Income?	\$ _____

Are there any other details of your current financial situation you would like me to know at this point?

## What's Important to You?

Please check the three items that are the most important to you.

- Make a significant capital purchase (retirement property, buy a business, etc.)
- Restructure or eliminate my debt
- Save enough now so I can retire comfortably later
- Have a financial plan now to ensure my savings last me through my current retirement
- Determine where and how to withdraw funds from investments to provide my retirement income
- Review the 'big picture' to ensure I have tax-efficient strategies
- Reduce income taxes generated from my investments
- Review my investment portfolio to make sure it is aligned with my goals
- Review my investment portfolio to make sure it is aligned with my risk profile
- Help with a retirement rollover or severance I am receiving
- Guidance on how to invest proceeds of a significant life event (i.e. insurance proceeds, inheritance, sale of business)
- Family security in the event of premature death or a disability
- Family securing in the event of critical illness
- Provide for education of children or grandchildren
- Care for those dependent on me (i.e. special needs family members, aging parents, other)
- Legacy planning for my estate
- Provide capital for the charitable organizations that I support
- Update my business planning through insurance and/or partnership agreements
- Create a succession plan for my business
- Protect my assets from creditors and liability lawsuits
- Advice on how to best manage the proceeds from sale of my business
- Guidance on how to best manage my large corporate stock positions
- Avoid capital gains or excessive taxes on the sale of business interests
- Position myself to enjoy more of the things in life I value
- Having peace of mind and a sense of security regarding my financial future
- Other (specify): \_\_\_\_\_

Your Current Critical Financial Events

# The FIT Call Script

*This is the sample script for Advisors conducting the Is there a Fit Call with a prospective client.*

*It is very important the Advisor discloses their decision first on this call.*

---

- [Prospective Client] please?
- Thank you, [Prospective Client]. This is [Advisor] calling from [Company].
- First, let me say how much I enjoyed meeting you the other day.
- As I mentioned at the end of our meeting, I am calling today to discuss if there is a 'FIT.'

## **IF YOUR DECISION IS YES:**

- I have carefully considered our meeting and discussed it with my staff.
- Our decision is that we have the capacity to serve your situation nicely, and I am confident that we will work very well together.
- What is your feeling on the matter?

### **If their decision is YES**

- Great!
- To get the financial planning process started, we need to schedule our next meeting to complete your personal financial profile.
- Is it convenient for you to meet the week of [2 weeks from date of call]?
- We have availability at (give one time).
- Great. We will send you a checklist that details the documents you need to bring to this next meeting.
- If you have not received this within a week, be sure to call [Assistant].
- Looking forward to seeing you then.

### **If their decision is NO**

- Well [Prospective Client], I totally respect your decision.
- I just want to say that it was a delight to meet you and I enjoyed our meeting.
- You know where I stand. Should you ever wish to have a look at this again, please call our office and we can revisit the process at that time.

### **If their decision is "Have Not Made Up My Mind/Interview other Advisors"**

- Completely understand, my process for FIT is an interview as well.
- I just want to say that it was a delight to meet you and I enjoyed our meeting.
- You know where I stand. Should you wish to have a look at this again, please call our office and we can revisit the process at that time.

## **IF YOUR DECISION IS NO:**

- I have carefully considered our meeting and for your situation, I don't think that I am the best Financial Advisor for you.
- GIVE 1 or 2 good reasons. NO MORE, NO LESS.

*If you know of another Advisor in the office you think they may want to meet with:*

- “My belief is that you would still benefit from the financial planning process, and to that end, I recommend that you meet with [Alternative Advisor]. Given your circumstances, and his/her approach, I think there is a good possibility of a FIT there.”
- I certainly enjoyed meeting you and I wish you all the best in the future.

