

Scripts to Use with Your Clients

To Discuss/Recommend a TAX ADVISOR/CPA/ACCOUNTANT

- Who helps you prepare and file your income taxes every year?
- *OR:* I know from previous conversations you have a CPA, [insert name here if you know it] you work with. Do you still work with them?

If they DO have an Accountant:

- If you don't mind me asking, how long have you been working with this CPA?
- Do you trust this person? Do you have a good relationship with this individual?

If YES – They have a good relationship:

- Are you pleased with the tax advice and services they provide you?
- Are your taxes prepared accurately and on time?
- Do they provide your necessary tax documentation promptly?
- Do they contact you proactively and respond to you when you call into them?
- Overall, do you believe they provide good value based on the fees they charge you?
- Excellent, I would like to get your permission to send a copy of each of your monthly statements to be sent automatically to your Accountant. This way, it will be faster, easier and probably less costly for you every year at tax time.
- I would also, with your permission, like to contact your Accountant and set up a meeting with him/her so that we can get to know each other.
 - *If yes:* Great, could you give me their contact info [if not available, make a note to follow up].
 - *If no:* Oh, ok. I will certainly respect your wishes, but may I ask why you would rather I not meet with them?
- I am sometimes asked by other clients to recommend a good accounting professional, so it's important I have a trustworthy individual I can introduce them to.

If NO – They do not have a good relationship:

- What is it about their services you are not satisfied with?
- Well, since do not have a reliable person to help you at tax time I would be pleased to recommend another accountant to you – one who provides quality, professional tax planning advice and services.

If they DO NOT have an Accountant:

- Oh, you don't have anyone helping you with your income tax return. Do you do it yourself?
- That is good to know, but if you feel it is becoming too complicated or too onerous for you to handle on your own I would be pleased to recommend someone to you - one that will offer you the kind of quality of service you expect.

To Discuss/Recommend a LEGAL ADVISOR/LAWYER

- Would you mind sharing with me the name of the Lawyer who prepared your Will?
- *OR:* I know from previous conversations you have a Lawyer, [insert name here if you know it] you work with. Do you still work with them?

Note: The response may be some variation of, "Why do you want to know?"

- If something unexpectedly should happen to you, your Lawyer will be digging out your Last Will and Testament. It is also more than likely that 95% of your Will concerns your financial assets and your Lawyer will want to know where they are located.
- As some/all of them are here in our custody, your Lawyer should probably know my name and number. So, I'd like to send my contact information to your Lawyer so that it is on file with your Will and any other related Legal Documents.

If they DO have a Lawyer:

- If you don't mind me asking, how long have you been working with this lawyer?
- Do you trust this person? Do you have a good relationship with this individual?

If YES – They have a good relationship:

- Can you tell me what it is about your lawyer or the service they provide that make you feel like you are in the hands of a capable, well-serving, professional?
- Do you understand the legal advice they provide you? Do they contact you regularly?
- Are they prompt in providing you with documentation?
- Overall, do you believe they provide good value based on the fees they charge you?
- If you consider your Lawyer a reliable professional, I would like to know who it is as I am often asked if I can recommend a good lawyer.
- I would also, with your permission, like to contact your lawyer and set up a meeting with him/her so that we can get to know each other.
 - *If YES:* Great, could you give me their contact info (if not available, make a note to follow up).
 - *If NO:* Oh, ok. I will certainly respect your wishes, but could I ask why you would rather I not meet with them?

If NO – They do not have a good relationship:

- What do you not like about their service?
- I would be pleased to give you the name of a trustworthy lawyer who specializes in Wills and Estates.

If they DO NOT have a Lawyer and/or Will:

- I recommend that all my clients have a Will as it makes everything easier and less expensive at estate time. I would be pleased to give you the name of a trustworthy lawyer who specializes in Wills and Estates.

To Recommend an INSURANCE AGENT/ADVISOR

- Would you mind if I asked who your Insurance Advisor is?
- *OR:* I know from previous conversations you have an Insurance Advisor, [insert name here if you know it] you work with. Do you still work with them?

If they DO have an Insurance Advisor:

- If you don't mind me asking, how long have you been working with this Insurance Advisor?
- Do you trust this person? Do you have a good relationship with this individual?

IF YES – They do have a good relationship:

- Can you tell me what it is about your Insurance Advisor or the service they provide that makes you feel like you are in the hands of a capable, well-serving professional?
- Do they provide you with expert insurance advice and service?
- Do they contact you proactively and respond to your calls in a timely fashion?
- Do they provide you with competitive rates?
- If you consider your Insurance Advisor to be a reliable professional, I would like to know who it is as I am often asked if I can recommend a professional Insurance Advisor.
- I would also, with your permission, like to contact your Insurance Advisor and set up a meeting with him/her so that we can get to know each other.
 - *If YES:* Great, could you give me their contact info (if not available, make a note to follow up).
 - *If NO:* Oh, ok. I will certainly respect your wishes, but could I ask why you would rather I not meet with them?

IF NO – They do not have a good relationship:

- Would you mind sharing with me why are you not satisfied?
- Would you like to meet an insurance advisor who prides him/herself on the quality of service they provide their clients?

If they DO NOT have an Insurance Advisor:

If you or someone on your team IS Insurance Licensed:

- We are pleased to let you know that [name of team member or organizational person] is our insurance specialist.
- Their primary role is to provide our clients with exceptional insurance solutions and advice.
- We would be more than happy to assist you in this area if you are interested.

If you DO NOT have anyone on your team or in your organization who is Insurance Licensed:

- Would you be interested in meeting an Insurance Advisor who prides him/herself on the quality of insurance solutions and service they provide their customers? One who appreciates relationships? I would be pleased to introduce you to someone I know quite well, who will certainly offer you the kind of service you deserve.