

Questions Your Clients May Ask You

REFERRALS



It's common for clients to ask questions when they are hearing and learning about your Introduction Process. It's important you think about these questions ahead of time and formulate a response that's a good fit for you.

Here are some frequently asked questions and sample scripting for how to answer them.

“What type of clients do you work with?”

or

“What type of clients are you looking for?”

We recommend you answer this question using the attitudinal traits you've defined in your Ideal Client Profile.

Here is a sample:

“We work best with individuals like you - who are proactive about planning for their financial future, are genuinely looking for professional guidance, and are committed to working exclusively with one advisor. It's equally important they are fully engaged in the process of achieving their financial and lifestyle goals – this means offering full disclosure and answering all our questions honestly and to the best of their ability.

As you know, we believe strongly in comprehensive wealth management.”

“Do you have a minimum account size?”

We recommend you answer this question using the asset level you've defined in your Ideal Client Profile. We also suggest you intentionally use the word 'typically' to leave the door open for situations when you might in fact take someone on due to a special relationship (think family members of your best clients) or extraordinary circumstance.

Here is a sample:

“I'm glad you asked John. Typically, our investment philosophy and approach is best suited to individuals who have about a [insert your ideal client assets here]. However, it's not a hard and fast rule and sometimes the circumstances of an individual are such that they are exactly the kind of client we can help.

Despite how much money they have, it's also important they understand and believe in our style of investment management. And, quite honestly, attitude is often more important than the amount money.

We've learned a lot over the years and can easily identify the kinds of people we know who will become long-term partners like you and those who might be better served somewhere else."

"What if I'm not sure if they are a good fit for you?"

We recommend you answer this question showcasing the concept of 'FIT' to remove any sense of ownership they may have in the outcome of making the introduction to you. This will also remove any fear they may have that their friend or family member might be put into an uncomfortable 'sales' situation.

Here is a sample:

"That's a great question, but you don't have to worry about any of that John. This is about helping those that are important to you. We use our FIT meeting to ensure they are right for us and they use it to determine if we are right for them. And, if we determine they can be better served somewhere else based on what they are looking for, we will do our very best to point them in the right direction and make an introduction.

Either way, they'll be better off for coming in and seeing us and they will always be treated with the highest level of professionalism and respect."

The concept of 'FIT' is covered in detail in the New Client Advocate Process and more specifically, in the best practice called "The 1st Appointment."