3rd Appointment Advisor Script

Step 13

*This is the companion script for Advisors conducting the 3rd Appointment with New Clients.*

*This meeting should take approximately one hour.*

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##### **Greeting (5 minutes)**

## Welcome the client and establish a rapport with them.

* Make small talk (weather, sports, families, anything to establish common ground).

# Meeting Overview (1 minute)

* + Here is the agenda for today’s meeting. *Give them a copy of the agenda.*
  + To start today I will briefly review with you my practice and approach to financial planning.
  + We will spend the remainder of our meeting carefully reviewing the Personal Financial Organizer (PFO) I have prepared for you today. *Point to their Personal Financial Organizer (PFO) binder*
  + We will begin by reviewing your goals and then outlining the assumptions we have used in making our recommendations.
  + From there will go over each of the recommendations and solutions in your Personal Financial Organizer (PFO) together.
  + After we have thoroughly reviewed your Personal Financial Organizer (PFO) and I have answered any questions you might have, I will outline for you the next steps to begin implementation.
  + Do you have any questions before we begin?

1. **Review of Our Practice and Approach (3 minutes)**

*Use the scripting you have customized and prepared for the 2nd Appointment here.*

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

**Our Introduction Process**

1. **Your Personal Financial Organizer (35-40 minutes)**

*This is where you will present and discuss the Personal Financial Organizer you have prepared for them.*

**Review Your Goals and Objectives**

* + At our last meeting, we talked extensively about what is important to you.
  + You indicated that …

*Summarize each of the goals they identified to you in the 1st & 2nd Appointments*

* + [CLIENT], remember we have chosen financial strategies for implementation based on these goals.
  + Is there anything you want to add to our initial discussion?

**Strategies to Achieve Your Goals**

* + Next, I want to outline the assumptions we used in our planning process as it relates directly to [Strategy you are discussing first]

*Usually, the first item to get underway with new clients is the Investment Strategy. Thoroughly review all assumptions used in generating recommendations for this strategy. Continue this approach with all strategies you are presenting today at the 3rd Appointment.*

*If the client situation is comprehensive and the meeting will exceed an hour, it’s recommended you get the main strategies underway at this meeting and defer the remaining strategies to the Agenda topic below. You may be fully capable of presenting to clients for two hours – but it’s prudent to be mindful of your client’s time. Further, you do not want to set a precedent of a 2-hour meeting that clients think is the norm going forward. Do your best to create a consistent pattern of 60-minute meetings.*

**Additional Items for Discussion**

Today we’ve made some good progress as it relates to [their specific strategy].

I’m going to recommend we discuss the steps to get implementation underway for you, as it relates to the items we’ve discussed today.

Once we’ve got this underway, we will proceed to address the other areas you’ve identified as being important to you.

Does that sound reasonable?

Based on what we’ve discussed so far [Client], the next thing we will be discussing is [their next item of priority].

*If the new client does not have comprehensive financial planning needs, it is recommended you provide an example of another strategy (i.e., Estate Planning Strategy) you will be addressing in the future. This is important to effectively positioning your practice at the beginning of this relationship as the go-to place for financial guidance. It relates to all their financial planning and wealth management needs.*

# Steps to Implementation (10 minutes)

*Next, outline the steps to begin implementation. This may involve completing paperwork to begin implementation with your new client. If client wants to think further about your recommendations, or has something they would like changed, consider deferring to a 4th Appointment.*

*The PFO does not leave the office until implementation is underway. If your prospective client requests it, explain that it will be provided when they become a client and implementation is underway.*

1. Meeting Wrap-Up (1 minute)

*There may be a couple of different outcomes here so choose the one that is appropriate for your situation.*

Implementation is fully underway:

* + We will keep you fully informed [Client] regarding the transfer process and contact you when it is fully complete.
  + If you have any questions about what we’ve discussed today or anything else for that matter, please feel free to contact either me or my assistant [Name].

Additional Strategies to discuss:

* + We will keep you fully informed [Client] regarding the transfer process and contact you when it is fully complete.
  + If you have any questions about what we’ve discussed today, please feel free to contact either me or my assistant [Name].
  + In the meantime, we will begin looking at [their next strategy – i.e. your Estate Planning concerns]. We will contact you shortly to set up our next meeting so we can focus on this and help you take care of it too.

Implementation is not underway:

* + I understand you want some time to think about what we discussed today.
  + I think it’s best that we set a follow-up meeting. What day and time works best for you? *See note below.*
  + Great – I look forward to talking to you then.

*Note:*

*Your Assistant may make this appointment for you at the end of this meeting or they may call the client later that day – in which case you would simply let the client know to expect the call from your Assistant.*

*Choose the method that works best for your team – and stick with it.*