New Client Welcome

Having a Welcome Process for a new client after they've come on board presents another potential point of positive differentiation for you. This goes a long way in making new clients feel appreciated, confident and happy with their decision to choose you as their new financial professional. It will also build trust, rapport and advocacy. Furthermore, if they are comparing you to their previous experience with other financial professionals, there is a good chance you can easily exceed their expectations. What a fantastic way to begin a new relationship.

Imagine this scenario from the client's perspective. You decide to work with a new Financial Advisor, you sign the plethora of forms and then you are uncertain about when you'll hear from the Advisor next. For a while (the length can vary), your life savings is in limbo transferring from one institution to another. You receive your first new statement a month or two later, which you may or may not understand. Perhaps you have some questions, but you are not sure who to call for what. There can be a lot of unknowns here before this new client is fully brought into the fold and gets to experience all aspects of your ongoing client service. The good news is that you can proactively pre-empt these potential concerns by implementing a solid Welcome Process.

Our simple Welcome Process can be easily implemented and doesn't take much time and the payoff is rewarding. If you have an Assistant, you can consider delegating some of the Welcome Process. This allows you to leverage your Assistant's time and familiarizes your new clients to your assistant at an early stage in the relationship.

WHAT You Can Expect from this Best Practice

- Provide your new client with a 'soft landing' as your relationship gets underway
- Strengthen the relationship with the client at an early stage
- Create a deeper bond of trust with your client
- Create an experience your client will tell others about

HOW to Get Started

The New Client Welcome

1. Print and review the New Client Welcome Process Graphic.
2. Prepare the Welcome Card process.
   - Review and customize the Welcome Card scripting.
   - Have an inventory of cards on hand.
3. Prepare the Welcome Letter process.
   - Review and customize the Welcome Letter.
4. Prepare the Welcome Gift process.
   - Refer to the Welcome Gift Samples.
   - Choose the Welcome Gift you want to use.
   - Order appropriate quantities.
   - Review and customize the Welcome Gift & Note.
5. Prepare the First Statement and Care Call process.
   - Review and customize the First Statement and Care Call Script.
6. Identify who on the team will be responsible for each of the Welcome Process steps.
   - Add this information to your **New Client Checklist**.
7. Add all Welcome Process scripts, resources and templates to your **Procedures Manual**.

Automate Your New Client Welcome

1. Fully automate your "Welcome Process" using your contact management system.
2. Use the 'process' or 'action sequence' feature to activate the entire sequence easily.
   - With each new client you can simply activate the Welcome Process, and this will ensure absolute consistency with this process.
3. If your contact management system does not have a 'process' or 'action sequence' feature, you can trigger the four steps manually as you add each new client.

Welcome Process Graphic

Admin
- Activate Your Client Service Model
  - Based on client classification

Admin
- Schedule appropriate implementation follow up
  - For any action items from the 3rd Appoinment

Admin
- Activate your Welcome Process
- Launch Workflow or Trigger Manually on your CRM.

Admin
- Order additional Welcome Gifts (if required)

ADMIN

Step 14
- Send *Welcome Card in Week 1*
  - Use *Welcome Card*.

Step 15
- Send *Welcome Letter in Week 2*
  - Use *Welcome Letter.*

Step 16
- Send *Welcome Gift in Week 3*
  - Use *Welcome Gift & Note.*

Step 17
- Make the *First Statement & Care Call* when appropriate
  - Use *First Statement & Care Call Script*

Step 15

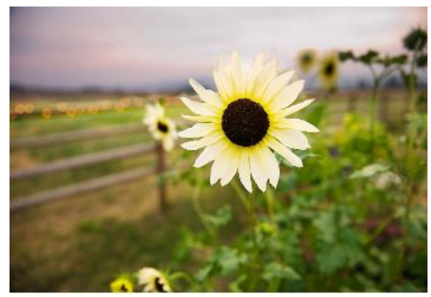
Welcome Card

*Target timeframe for delivery is **Week 1** after becoming a new client.*

Handwrite the note. Use a stunning, memorable card. Refer to the sample below.

Dear Client,

Just a quick note to say Welcome Aboard!



We appreciate your trust and confidence, and look forward to working in partnership with you.

[Insert personal note based on Client Profile information]

Sincerely,

Advisor's Signature

Step 15

Welcome Letter

*Target timeframe for delivery is **Week 2** after becoming a new client.*

You may have a simple one or two-pager available you'd like to include which reinforces your approach to comprehensive wealth management.

March 30, 2021

Name
Address
Address

Dear [Client],

We would officially like to welcome you aboard!

Our Client Focus

We take great pride in the work we do with our clients and are fully committed to focusing on what matters most to you. We appreciate that you have entrusted us to help you simplify, organize and coordinate all aspects of your wealth management. Although we already began helping you, we look forward to assisting you with any critical financial event that you may encounter in the years to come.

A Dedicated Team to Serve You

As you know, we have a team available to assist you and they are committed to ensuring you receive exceptional service. Our team includes:

[Name], Client Service Coordinator: 555-6666

[Name], Administrative Assistant: 555-7777

We also have relationships with other professionals who may be of use to you from time to time. Feel free to call us for a recommendation should you need one.

As always, feel free to contact us any time we can be of service to you.

Sincerely,

Advisor's Name
Advisor's Title

Step 16

Welcome Gift

*Target timeframe for delivery is **Week 3** after becoming a new client.*

Handwrite the note.

Dear Client,

We trust all is well with you and we hope you enjoy the [Gift].

Feel free to call if we can be of service.

Enjoy!

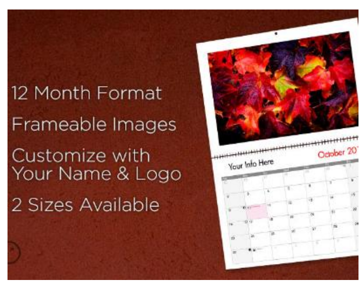
Sincerely,

Advisor's Name

Welcome Gift Samples

Here is a list of items you may wish to review to help you identify your New Client Welcome Gift. They are readily accessible, come in a variety of price ranges and tend to be universal in appeal. Most are easy to implement immediately.

- **Personalized Stationery Set with Quality Paper Holder (metal or wood)** [This can dovetail with Annual Anchor by sending a new set of personalized stationery each year]
- **Signal Vault** protective cards for carrying in wallets to protect your clients from digital hijacking of their personal information
- **Leather Travel Organizer** for keeping your clients organized even while they are away on vacation. It has a place for passports, currency, itinerary, etc.
- **Coin Collection Album with Silver Dollar**[1] [This can dovetail with Annual Anchor by sending a new coin each year]
- **Gift Basket with decadent chocolates, wine/cheese/crackers or other gourmet consumables**
- **Specialty Wine shipped in Unique Wooden Box**
- **A Book that is Impactful & Meaningful to Your Clients**
- **Fireproof/Waterproof Document Protector Case**
- **Leather Portfolio with Note Pad & Pen**
- **Photo Art Calendar (it must be stunning)** [This can dovetail with Annual Anchor by sending a new calendar each year]
- **Letter Opener and/or Writing Ensemble**
- **Unique Ceramic Coffee Mug Set**
- **Stainless Steel Travel Mug Set**
- **Reusable Shopping Tote (with a meaningful proverb)**
- **High Quality Plant for Home/Yard**



[1] US Federal Reserve or Royal Canadian Mint. Some Advisors also use this as their annual anchor and add to the client's Silver Dollar collection each year on the account anniversary date or some other pre-determined time of year.

Step 17

First Statement & Care Call

Target timeframe for delivery is when your new client is expected to receive their first set of statements.

This is a sample First Statement and Care Call Script for your new clients. Target is Week 4-6 of becoming a client. It's recommended the Assistant makes this follow up call. Review and use Client Profile information on this call.

- [Client] please?
- HI [Client], this is [Assistant] calling from [Advisor]'s office.
- I'm calling to confirm that you have received your first statement.
- I'd like to take a moment to review it with you if have 5 minutes right now.
    - *If **no**, rebook for a fixed time in the next 5 business days.*
- Our statements are laid out in the following manner…
    - *Describe the general layout.*
    - *Explain how accounts are grouped together for statement purposes.*
- Your statement also has the following features…
    - *Describe specific features.*
    - *Point out all useful information – including contact names, phone numbers and addresses.*
- You can expect to receive statements…
    - *Describe the frequency of which they can expect to receive their statements.*
- In addition to understanding the statements, I also wanted to make you aware of another service we offer…
    - *Showcase any other value-add services they can participate in, such as accounts online, etc.*
- Do you have any questions or concerns that I can help you with now?
- Thank you for your time today.
- If I can help you with any service issues or administrative help let me know.
- Good-bye and have a great day!

My Action Items & Notes