Annual Service Call

US Version

*This is the script to make the Annual Service Call, which we recommend is made by an Assistant.*

*Be aware of the following important information about the client before making this call:*

1. *Who the Lead Advisor is, if there are more than one advisor on the team;*
2. *If they receive their Account Statements in paper or electronic format; and*
3. *If they’ve signed up for Accounts Online Access.*

*You will also want to review the Client Profile (Family, Recreation, etc.) information for your high value clients to personalize this experience.*

* [Client] please?
* Hi [Client], this is [Assistant] calling from [Advisor]'s office.
* I have a couple of things I want to check in with you on to ensure everything is going smoothly for you as it relates to your Account Administration.
* Do you have 5 minutes now so we can go over this together?
  + ***IF*** ***YES***, *proceed.*
  + ***IF*** ***NO***, Okay, would you prefer I call back at another time?

*If so, trigger the follow up call on your CRM accordingly.*

**Account Statements**

* Okay great, first I’d like to take a moment to check on the receipt of your Account Statements, which are issued [*insert frequency* – monthly/quarterly/other].
* I see right now you prefer to receive your Account Statements [*select:* in hardcopy by mail or electronically]. Is this still your preference?
  + ***IF YES***, *proceed.*
  + ***IF NO****, outline the process to make a change and help them get it done efficiently.*
* Have you been receiving your Account Statements regularly?
  + ***IF*** ***YES,*** *proceed.*
  + ***IF******NO****, ask questions (start by confirming address/email address); problem-solve; apologize for the inconvenience; and then let the client know you will be taking corrective measures immediately. Be sure to schedule a client service follow up accordingly on the CRM to check back with the client on this.*
* In terms of the Account Statements themselves, there are several key areas of the statement [*customize the following section with your major statement sections]* 
  + Consolidated Portfolio Summary
    - This compares the total value of last statement with this statement
  + Summary of Portfolio by Account
    - A breakdown of the individual accounts you have and their holdings
  + Summary of Your Portfolio by Investment Type
    - A breakdown of the different types of Investment Categories in your account (Cash, Fixed Income, Common Stock, etc.)
  + Details of Account Activity
    - Describes all transactions which have occurred in the account

*Special Note: Don’t read the sub-bullets listed above unless they request further information. This is addressed in the scripting below.*

* Do you have any questions about any of these areas or would you like me to summarize them for you?
  + ***IF NO****, proceed*.
  + ***IF YES****, provide the detail summaries in the sub-bullets above. You may find it helpful to take the time to ensure they have a copy of their statements handy. You should ideally have a copy in front of you as well, so you can guide them precisely through their statement.*
* ***IF they have specific accounts*** *where the statement tracks or summarizes key information such as year-to-date contributions or total contributions to date, point that out to the client as it relates directly to their situation.*
* Do you have any other question [Client] about your Account Statements?

*If they have questions that relate directly to specific investments, let them know you’ll have the advisor call them back to discuss it. Convey this to the advisor so they know to call.*

**Accounts Online**

* Let’s spend a minute talking about our **Accounts Online Access** service,which allows you to access your accounts online.

***IF they DO NOT have access to Accounts Online:***

* + I see that you are currently not signed up for our Accounts Online Service. Is this something you’d be interested in having me help you set up?
    - ***IF NO;***Okay, in that case if you ever change your mind [Client], feel free to contact me and I’ll be more than happy to help you set that up.
    - ***IF YES;*** Great, let’s go ahead and get you set up for Accounts Online.
      * *Add instructions here or refer to Accounts Online Set Up Process*
      * *Take the time to carefully set this up with the New Client*

***IF they DO HAVE access to Accounts Online:***

* + I see that you are currently signed up for our Accounts Online Service.
  + Is there anything I can assist you with here or do you have any specific questions about your Accounts Online?
    - ***IF NO,*** *proceed.*
    - ***IF YES,*** Answer their questions.

**Team Website** (If applicable)

*Note: Some clients you can simply talk through the sections – especially those already familiar with the website. Others, however, may wish to log on with you so you can ‘point and click’ with them. Take the extra time these clients need to be thorough.*

*You may not wish to include a conversation on the Team Website every year – you can pick a different section of the website to feature each year beginning with the most useful to your clients and keep them up-to-date on any changes or updates.*

* Okay, the last item I’d like to help you with is our website, which is a portal for clients to access their Accounts Online. It’s also a good source for other types of information you might find helpful.
* Have you been on our website before?
  + *If* ***YES***, proceed.
  + *If* ***NO****; We can move forward a couple of ways: First, I can direct you to the website right now and we can go through it together OR I can send* you a follow up email with our website address so you can have a look around. Of course, please feel free to contact me with any questions and I’ll be more than happy to help you.
  + What would you prefer?
    - *If* ***SEND INFO***: Great, I’ll make sure I get that out to you today.
      * Skip the rest of this section and proceed to **CALL WIND-DOWN**
    - *If* ***LOG ON NOW:***  I’ll give you a minute now to get set up on your computer or portable device so we can review this together. You can let me know when you are ready.
* Our site address is [www.yoursitehere.com](http://www.yoursitehere.com) and I recommend you add this to your “Favorites” so you can readily access it from the drop-down tool bar.
* There are [number] key sections to our website [*you will need to customize these options below to your website*]:
  + Home Page, which is where we are right now
  + About Us
  + Client Resources
  + Accounts Online Portal
  + Contact Us
* Today, I’d like to point out [two] specific areas which I believe will be useful to you:
  + Client Resources
  + Accounts Online Portal *(only if they are currently signed up or have just signed up for Accounts Online Access)*
* The first thing I’d like to point out is the Client Resources section. There are several things here that may be useful to you such as:
  + Articles and Newsletters
  + Interesting and Topical Videos
  + Other Specific Client Resources & Tools
* The other item I’d like to point out is the **Accounts Online Portal** which is where you can easily access your Accounts Online.

**Call Wind-Down**

* Thank you for your time today [Client] – I hope the information was helpful to you.
* Do you have any questions or other items I can help you with before we are done?
* *For your high value clients using their Client Profile information:* Before I let you go, I did want to follow up on something you shared last time you were in. How was the [holiday/new grandchild/kitchen renovation/back surgery/etc.]?
* If there is anything we can do for you, feel free to contact us anytime.
* It was nice speaking with you today [Client], have a great day.

Annual Service Call Voice Message Script

* Hi [Client], this is [Assistant] calling from [Advisor]'s office.
* I'm sorry I missed you.
* Today I am calling to touch base on a couple specific items to ensure everything is going smoothly for you as it relates to your Account Administration.
* Please feel free to contact us at your convenience and I’ll be happy to review this with you. It should take no more than 5 minutes.
* Have a great day.