Adding Action Plans & Workflows

Here is a list of possible Action Plans you can use to create automated workflows on your CRM.

Note, if you want similar Action Plans to be batched together for ease of access, they should all have the same first name as a pre-fix (ie. CLIENT Experience, NEW Client, EXISTING Client) because items are organized alphabetically. Most CRMs will also order in chronological order, so an alternate to this approach is numbering your Action Plan (Ie. 1 Client Experience AAA, 2 Client Experience AA, etc.). Some teams use a hybrid approach by numbering the most frequently used Action Plans so they are always at the top of the list.

Action Plans related to Mindset Best Practices

Some CRMs have specific features to manage the ongoing servicing of clients while others are managed through setting up workflows or action plans that can be applied to specific clients.

CLIENT EXPERIENCE

- Client Experience AAA
- Client Experience AA
- Client Experience A
- Client Experience AF
- Client Experience B
- Client Experience C
- Client Experience D

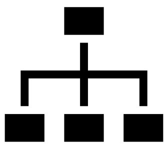
For each Action Plan you build out the specific steps, who on the team is responsible for each one (more than one person may be involved in a single process), as well as the specific timing of each step.

CLIENT ONBOARDING

- New Client Pre-Appointment
- New Client 1st Appointment
- New Client 2nd Appointment
- New Client 3rd Appointment
- New Client Welcome Process

For each Action Plan you build out the specific steps, who on the team is responsible for each one (more than one person may be involved in a single process), as well as the specific timing of each step.

CLIENT ADMINISTRATION



- Address Change – Digital Form
- Address Change – Email
- Address Change – Regular Mail
- Client Account Opening – By Phone
- Client Account Opening – In Office
- Client Account Opening – Out of Office
- Death of a Client
- Deposit – Cheque Received
- Deposit – Online Deposit/Wire
- Estate Planning – Fact Finding
- Insurance – Annuity
- Insurance – Life Insurance New Application
- Insurance – Individual Disability New Application
- Insurance – Long Term Care New Application
- Insurance – Group Insurance New Contact
- Insurance – Group Insurance Quote
- Mortgage – New
- Mortgage – Refinancing
- Mortgage – Pre-Approval
- Recurring – AWD Change
- Recurring – AWD Set Up
- Recurring – EFT Change
- Recurring – EFT Set Up
- Recurring – PAC Change
- Recurring – PAC Set Up
- RRSP Deadline Action Plan
- RRIF Conversion Sequence
- Segregated Funds – New Contract
- Tax Planning Reminder
- Transfer In Internal – Securities
- Transfer In Internal - Cash
- Transfer In External – In Kind
- Transfer In External – In Cash
- Transfer Out – In Kind
- Transfer Out – In Cash
- Update KYC – By Phone
- Update KYC – In Office