

# THE MINDSET METHOD

## PILLAR 4: Rebranding



### **Strategy 18** 2<sup>nd</sup> Rebranding Appointment

*"No matter how good you get you can always get better, and that's the exciting parts."*

Tiger Woods

# 2<sup>nd</sup> Rebranding Appointment

## WHY is this Important?

It's important for your existing clients to experience as many aspects of your New Client Process as possible.

This will create a feeling of comfort and awareness of what the process involves, thereby minimizing any unspoken hesitation they may have in making introductions to you. Furthermore, you want to avoid your AAA client hearing from the individual they just referred to you about some of these 'small' but 'big' client experience aspects, when they themselves have not had the experience. This needs to be a 'me too' moment for your top existing clients.



This is a key area where actions speak louder than words. Don't tell them - *show* them you're committed to providing them with an exceptional client experience.

## WHAT You Can Expect from this Best Practice

- Business development through increased commitment to you by your top clients
- Reinforce the key aspects of your practice and approach
- Deliver a PFO to each of your AAA, AA and A clients
- Fully engage your top clients in the enhanced approach to simplifying, organizing, and coordinating all aspects of their wealth
- Reinforce the Introduction Process to ensure they know how to introduce others to you
- Deliver an amended version 'welcome' to show your top clients you value and appreciate them
- Enhance referability with your AAA and AA clients



## HOW to Get Started

### The 2nd Rebranding Appointment

1. Print, review and customize the following resources:
  - [2nd Appointment Rebranding Confirmation Call](#)
  - [2nd Appointment Rebranding Agenda](#)
2. Print and review the [2nd Appointment Rebranding Advisor Script](#).
3. Customize the 'About Our Practice and Approach' section of the 2nd Appointment Advisor Script.
  - Start with the script you used in the 1st Appointment Script for this section.
  - Next, reduce this section to a 3-minute brief overview to provide key messaging about you, and your process for working with clients.
  - Use this customized 3-minute overview at the start of every client review meeting in the future.
4. Customize the 'Our Introduction Process' section of the 2nd Appointment Advisor Script.
  - Make sure the intent of the messaging is on track, but the overall delivery is reflective of your personality and communication style.
5. Practice and rehearse the 2nd Rebranding Appointment using the Agenda and Script to ensure you are comfortable with the flow.
6. Identify who on the team will be responsible for each of the 2nd Appointment Rebranding Pre-Appointment steps.
  - Add this information to your [Existing Client Checklist](#).
7. Add all 2nd Appointment Rebranding scripts, resources and templates to your Procedures Manual.

### The Re-Welcome Process

1. Identify your stunning card source and customize the [Re-Welcome Card](#) scripting.
2. Customize and format the [Re-Welcome Letter](#).
3. Customize the [Re-Welcome Gift & Note](#).
  - The Welcome Gift accompanies this note.
  - The Welcome Gift should be the same gift used in your New Client Process.
4. Identify who on the team will be responsible for each of the Re-Welcome Process steps.
  - Add this information to your [Existing Client Checklist](#).
5. Add all Re-Welcome Process scripts, resources and templates to your Procedures Manual.

## 2<sup>nd</sup> Appt. Rebranding Confirmation Call

*This is the confirmation call script for existing clients coming in for the 2<sup>nd</sup> Appointment.*

*It is recommended the Assistant makes this confirmation call.*

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- [Client] please?
- [Client], this is [Assistant] calling from [Advisor]'s office.
- I am calling to confirm your appointment with [Advisor] at [time], on [date].
- Great - we look forward to seeing you.

# 2<sup>nd</sup> Appointment Agenda

## Your Personal Financial Organizer

[Client Name]

[Date]

[Time]

- **Meeting Overview**
- **Review of Our Practice and Approach**
  - Our Wealth Management Process & Your Critical Financial Events
  - Our Introduction Process
- **Your Personal Financial Organizer**
  - Review Your Goals and Objectives
  - What We Are Doing to Help You
  - Additional Items for Discussion
- **Steps to Implementation**
- **Meeting Wrap-Up**

## 2<sup>nd</sup> Appt. Rebranding Advisor Script

*This is the companion script for Advisors conducting the 2<sup>nd</sup> Appointment with Existing Clients.*

*This meeting should take approximately one hour.*

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### Greeting (5 minutes)

*Welcome client and establish a rapport with them (review Client Profiling information prior to meeting).  
Make small talk (weather, sports, families, anything to establish common ground).*

### 1. Meeting Overview (30 seconds)

- Here's the agenda for today's meeting [*give them a copy of the agenda*].
- I will briefly review our wealth management approach.
- I am then going to present and discuss Your Personal Financial Organizer.
- This will include a review of your goals and objectives – the things that are important to you as it relates to our work together.
- It will also include a review of the assumptions we have used in our planning process.
- We will cover all areas you have identified as important.
- Then we will go through the steps to implement the various things we discuss today.
- Do you have any questions [*Existing Client*]?

### 2. Review of Our Practice and Approach (3 minutes)

- As I mentioned, I want to spend a moment to review once again who we are and what we do here at [*your practice*].

*Use an abridged version of the Update of our Practice and Approach Script – the same one you created for the 2<sup>nd</sup> Appointment with a new client.*

#### **Our Wealth Management Approach & Your Critical Financial Events**

- I know we covered a lot in our last meeting, and I wanted to take a minute now to briefly review our current philosophy on wealth management. This is central to how we will work with you going forward.
- We focus on simplifying, organizing and coordinating all aspects of your wealth management to create the financial peace of mind we know most of our clients are looking for.
- All this begins with understanding 'What's Important to You,' which we took time to discuss and update at our last meeting.
- This ensures we continue to identify your short, medium and long-term goals and Critical Financial Events - anything and everything that pertains to and affects your finances either now or in the future.

- You have already mentioned that [insert critical financial event applicable to them - retirement, caring for others, family security] is important to you and that means we will be helping you plan and prepare accordingly.
- Based on this and the other information we updated in our last meeting, we have prepared your *Personal Financial Organizer (PFO)*, which we will present to you today. It will help us monitor our progress together. *Point to their PFO.*
- We will meet regularly to review your *Personal Financial Organizer (PFO)* to ensure it reflects an accurate representation of what's important to you, your specific critical financial events and where you are in relation to achieving your goals.
- We will also make sure that you are kept up to date on any changes that occur and of course, we will need you to do the same for us.

### **Our Introduction Process**

*Use sample the scripting below or replace with your customized Introduction Process.*

- Over the course of our relationship, it's likely at some point you will encounter someone that has need of our services. Someone you know may have uncertainties about the markets or their portfolios, perhaps they are going through a Critical Financial Event like we discussed and there is uncertainty about it. Or maybe they are dissatisfied with their advisor.
- When that situation does happen, and historically speaking my experience tells me it will, you should know that if that person is important to you, then they are important to me. I will always make the time to meet with them.
- Regarding how to handle it if you **do** encounter someone that might benefit from our services, really the best thing to do is for **you** to give me a call to let me know more about who you would like to introduce to us and provide us with their contact information – with their expressed permission to do so - of course.
- You can also let them know I will reach out to them to briefly introduce myself and if they are still interested in learning more, we will send them out an Introductory Kit as we did for you.  
*You may want to have a sample Introduction Kit at the meeting and point to it now.*
- At this first meeting, we will spend time getting to know each other to determine: if we can provide what they are looking for and equally important, if they are a good fit for our philosophy and approach. We recognize it's an important decision for both of us. That's exactly why we take the time to assess the partnership before proceeding.
- There is no guarantee this person will be a good FIT for me as a client, but that is irrelevant. I will meet anyone that is important to you and if it turns out **not** to be a good FIT, I will do everything I can to point that person in a direction that **is** beneficial to them.
- And know that everyone you send to us will **always** be treated with the same level of professionalism and respect you have experienced with us.
- Do you have any questions [CLIENT]?"

## **3. Your Personal Financial Organizer (40 minutes)**

### **Review Your Goals and Objectives**

- In our last meeting, we talked extensively about what's important to you.

- You indicated that... *Summarize the goals they identified in the 1<sup>st</sup> Meeting with you.*
- Do you want to add anything to our initial discussion?
- Are there any goals you would like to place a higher priority on? *If there are changes explore these by questioning them as you did before.*

### **What We Are Doing to Help You**

*Give an overview of the PFO binder and how it will help them organize their affairs. Use one example (Estate Planning Strategy) as an example of an item you will be addressing in the future. Proceed to strategy of focus for the new client. Typically, this will be an update of the IPS and investment recommendations as a matter of course for their Review.*

### **New Items for Discussion**

*If there are new items for discussion either brought up by the client or yourself, you may also be communicating a new strategy to them (i.e., Family Security or Education Savings). If this can be done in the span of one hour, proceed. If, however, it is a more complex strategy that requires a good deal of discussion, it may be prudent to set up a separate appointment to discuss it in entirety. It's best not to leave your existing client feeling exhausted and overwhelmed with this process.*

## **4. Steps to Implementation (10 minutes)**

- Here's what we need to do next [Existing Client] *...Review and complete any paperwork necessary to proceed with implementation.*

*If your client wants to think about recommendations or has something they would like changed, it is best to defer to another appointment. Any questions or issues with your Personal Financial Organizer (PFO) can be dealt with when your client comes back for the next appointment.*

## **5. Meeting Wrap-Up (1 minute)**

- Thank you for your time today [Existing Client].
- We believe the Personal Financial Organizer created and presented to you today is the best way for us to help you simplify, organize and coordinate all aspects of your wealth management.
- In fact, we are going to ask that you bring it to all subsequent Review Meetings so we can monitor and update in on an ongoing basis.
- Based on where we are at today, we will be in touch to [*outline the when and why here*]. Should you need anything before we meet next, feel free to call us immediately.
- Do you have any questions about what we covered today?
- It was great seeing you – enjoy the rest of your day.

*Book additional appointments as required for your client to continue to move forward with this process.*



# Re-Welcome Card

*Target timeframe for delivery is **Week 1** after your existing client receives their PFO Binder.*

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

*To simplify things and to be consistent with your process, we recommend you use the same card you send to your New Clients in the Welcome Process. You can ear-mark a specific card image as "Welcome Card".*

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Dear Client,

Thank you for your continued trust and confidence. The process we have just gone through will be of great benefit to you now and over the coming years.

I look forward to continuing our partnership.

Feel free to call anytime.

Sincerely,

Advisor's Signature



## Re-Welcome Letter

Target timeframe for delivery is **Week 2** after your existing client receives their PFO Binder.

You may have a simple one or two-pager available you'd like to include which reinforces your approach to comprehensive wealth management. This would be the same item you include for the Welcome Process with New Clients.

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June 9, 2023

Name  
Address  
Address

Dear [Client],

We would like to thank you for taking the time recently to update your relationship with us.

### **Our Client Focus**

We take great pride in the work we do with you and we 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. We look forward to a long relationship with you as we work together to help you achieve what is important to you.

### **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

# Re-Welcome Gift

Target timeframe for delivery is **Week 3** after your existing client receives their PFO Binder.

Handwrite the note. Refer to the sample below.

To simplify things and to be consistent with your process, we recommend you use the same Welcome Gift you send to your New Clients in the Welcome Process.

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Dear Client,

We want to take this opportunity to thank you once again for taking the time recently to come in and update your relationship with us. We sincerely appreciated your time and enthusiasm.

As a token of our appreciation, we hope you enjoy the [Gift Item].

As always, feel free to call us anytime.

Sincerely,

Advisor's Signature



# Strategy 18 Self-Assessment



- 1) The 2<sup>nd</sup> Rebranding Appointment doesn't need an Agenda because we are delivering a PFO:  
 True  False
  
- 2) The main expectation of the 2<sup>nd</sup> Rebranding Appointment from the client's perspective is to:  
 Be reminded of who you are and what you do  
 Hear your Introduction Process Again  
 Receive their Personal Financial Organizer  
 Sign up for Accounts Online
  
- 3) This meeting is followed up by a 're-welcome' process for Existing Clients to allow them to fully experience what it's like to become a new client:  
 True  False
  
- 4) How many steps are in the Re-Welcome Process?  
 2  4  
 3  5
  
- 5) The Welcome Gift for Existing Clients should be different than the welcome gift for new clients because they have been with you longer:  
 True  False
  
- 6) The purpose of this best practice is to:  
 Help your client simplify, organize & coordinate all aspects of their wealth by providing them with their Personal Financial Organizer  
 To reinforce and demonstrate your consistency messaging and branding through Agendas and what you say  
 Ensure each of your best clients understands how you can help them help those important to them  
 All the above

