

## 2<sup>nd</sup> Appointment Outline – Introduction to Their Team

This meeting is now your chance for you and your team to shine. Many advisors struggle with receiving introductions from Strategic Partners, and one of the biggest reasons for this is that the potential Strategic Partner has no idea of what they are referring somebody into. In other words, they have not experienced the situation themselves. It's not that they don't want to introduce someone, but then again, they don't really have any motivation to introduce someone either. Would you refer someone to a restaurant that you'd never been to yourself? When you think about it, none of us are probably prepared to refer anyone to something we haven't personally experienced – and they are no different.

Our goal here is to paint a compelling picture of professionalism, thoroughness, and contrast with this potential Strategic Partner. By the time the potential Strategic Partner leaves our premises, we want them to have an impression that looks something like this: "This place is amazing. Why wouldn't I send someone here?"

This is a terrific time to use an agenda, and there is a good one in this strategy. This outline, along with the agenda, should give you the essential tools to make this meeting a success.

### Pre-Meeting

#### Be Sure To:

- Send out your Introductory Kit with a Handwritten Card
- Share any FORM information you have with your team on the Potential Strategic Partner
- Have a variety of beverages available, and some baked goods you can offer them
- Have a dry run of the meeting with your team, and be sure everyone knows the importance of making a great first impression
- Have all your regular meeting materials ready including:
  - Agenda
  - Critical Financial Events Graphics
  - What's Important to You
  - Fully loaded PFO to showcase to the potential Strategic Partner
  - Copy of your Service Matrix
  - Fact Finder(s)
  - An additional copy of your Introduction Kit
  - It would also be a good idea to have a one-page flowchart of your entire onboarding process so your guest can see your process all in one place
- Cover everything on the agenda and stop every now and then to ask if they have any questions

## Our Practice & Approach

You need to carefully script out the items below, so they accurately reflect and properly position you and your practice. It should also reinforce the messaging in your Introduction Kit. Please note: All of this was previously covered in the Total Client Engagement Program in the section on New Client Process.

Walk them through the following aspects using resources where appropriate:

- **An Introduction to Our Team**

About Yourself

About Your Team

About Your Advisory

About Your Firm

- **Our Wealth Management Process**

At this point, insert the scripting you created from the Shoot Your Trailer section and the Value Proposition Worksheet to explain and expand on your Philosophy, Planning Strategy and Process.

- **Critical Financial Events**

I engage in comprehensive wealth management with our clients. (Use Critical Financial Events Scripting and Graphics here from the 1<sup>st</sup> Appointment in the New Client Process. This is also a good section to showcase the PFO and to reference the detailed Personal Financial Profile you complete with each client prior to implementation.)

- **Our Fee for Service**

It's important for me to explain right up front how I am compensated.

At this point, articulate how you are compensated to the client in a forthright and upbeat way. This is meant to highlight how you charge for your services, so it is important to clearly outline the way(s) in which you are compensated. A sample has been provided below. Customize or modify the sample if it does not exactly fit your circumstances.

As an advisor providing complete financial planning, we want to be recognized as our client's primary advisor for all financial circumstances. For these services we charge a fee based on the asset level that we manage for them. Depending on their needs, and our recommendations, there could be a one time or ongoing financial planning fee as well.

This fee covers the cost of both the advice and knowledge that I provide you, as well as, all the costs related to trading, investing, money movement and general administration of their account.

## **Our Client Experience**

Walk them through the following aspects using resources where appropriate:

- **How We Bring on New Clients**

Walk them through the Fit Process you have for New Clients

- **Our Personal Financial Organizer**

Reinforce this is a core aspect of your client experience and point to it again

Be sure to point out the tab where their work belongs based on their area of specialty and expertise

Ask if they have any questions

Ask if they have one for their family

- **Our Proactive Service Matrix**

We have a proactive, professional approach to the ongoing servicing of our clients (show them your Service Matrix – and talk about it at a high level so they know it exists and are impressed that you have one!).

- **Our Introduction Process**

Carefully review the introduction process so they understand exactly what to expect when they introduce someone to you and your advisory practice.

## **Do You Have Any Questions?**

Ask them if they have any questions and answer them accordingly

## **Meeting Wrap Up**

- Warmly thank the potential Strategic Partner for taking the time to visit and let them know that you don't take that lightly.
- Ask them if they require any additional information to help them understand what kind of FA you are, who your Ideal Client is, and what your process is all about.
- Based on this meeting, and the mutual discussion you've had; it should be evident as to whether this is a good Fit for your potential Strategic Partner. However, if Fit is unclear, you can ask the potential partner if they would be comfortable introducing a client to you based on the process they've just gone through.

## **Post Meeting**

### **Be Sure To:**

- Assuming that there is a Fit, begin the Welcome Process outlined in the Welcome Process in Strategic Partners. These steps are also outlined in the Strategic Partner Checklist.