1st Appointment Script for Advisor

Step 7

*This is the companion script for Advisors conducting the 1st Appointment with potential new clients.*

*You will need to thoroughly review and customize this script where required to ensure it reflects your personality and communication style.*

*This meeting should take approximately 45 minutes to one hour.*

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# Greeting (5 minutes)

## Welcome client and establish a rapport with them (focus on Client Profile). Make small talk (weather, sports, families, anything to establish common ground).

# Meeting Overview (2 minutes)

* Here is the agenda for today’s meeting [*give them a copy of the agenda*].
* **I want to begin by saying that we will not be making any decisions today.**
* Our purpose today is to determine IF THERE IS A FIT.
* This will ensure that we are mutually committing to a long-term relationship that is based on trust.
  + - * **I will consider**:

Your goals and objectives and if they are in line with the services I provide.

Your assets, and if those assets are a good fit for the strategies that we employ here.

Our chemistry and the potential for a healthy long-term relationship.

* + - * **You need to consider**:

Our ability to provide you what you are looking for.

Our investment philosophy and approach.

Our chemistry and your desire to begin a long-term relationship.

* First, I’d like to tell you about our team, our approach to wealth management and our fee for services. Of course, I will answer any questions you have. I expect this will take about 15 minutes.
* Then, I will spend the remainder of the meeting learning more about what you are looking for. This will include a discussion of your goals and getting an understanding of “What’s Important to You.”
* Of course, everything we do today is to determine whether we have a mutual FIT.
* At the end of this meeting, we will arrange a telephone call for a couple days from now.
* At that time, we will determine if we have a FIT and then decide in what direction we want to proceed.
* Does that sound reasonable to you [Prospective Client]?

1. **About Our Practice & Approach (10-15 minutes)**

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.

**An Introduction to Our Team**

# You probably want to know a little bit more about me…

# What I’d like you to know about our team is…

* + - I think it is important you know something about the company I have chosen to work with…

**Our Wealth Management Process & Your Critical Financial Events**

*The Critical Financial Graphics are found in this strategy and should be used to help you explain your process during this part of the meeting. This is also where you show the prospective client a sample Personal Financial Profile (your Fact Finder) and sample Personal Financial Organizer (PFO), so they know what to expect in their next appointment and the ultimate result (PFO) of going through this process.*

* + - **It’s important to understand we engage in complete wealth management with our clients. A key part of our approach involves helping you simplify, organize and coordinate all aspects of your wealth management.** 
      * *Use Critical Financial Event Graphic here.*
    - What this means is that, if you become our client, we will help you to attain financial independence and to achieve your wealth and lifestyle goals.
    - Financial Advisors tend to approach wealth management differently. Many prepare an elaborate plan, which can become out-of-date based on the dynamic things going on in their clients’ lives.
    - **We take a different approach to wealth management - a concept called managing Critical Financial Events.**
    - Critical Financial Events are anything and everything that pertains to and affects your finances, either now, or in the future. It could be retiring, legacy planning, education planning, charitable giving, etc.
    - Critical Financial Events are sometimes predictable and planned but our experience is that they are more often random. One thing we do know is that they can have a profound impact on peoples' lives.
    - **Your life will have its own pattern of Critical Financial Events.** You will be much happier throughout your life and have greater peace of mind if you have planned for the different possible events that can occur.
    - We follow a process of planning for potential Critical Financial Events which may affect you and your family. Our purpose is to cushion the effects of the Critical Financial Events in your life and allow you to stay on track and reach your financial goals and objectives.
* We do this by recognizing the significance of your Critical Financial Events, which means having a clear understanding of your goals, objectives and current circumstances.
  + - **We will then use our resources, knowledge and expertise to provide advice and develop a long-term relationship of trust and understanding.** 
      * *Use Our Partnership Approach Graphic here.*
    - This will help you to achieve what you want at any juncture in your life.
    - Also, by using this process you will begin to recognize when others can benefit from our services and assist them by recommending, they seek out the assistance that they need.
    - **If we decide to proceed, at our next meeting we will complete a Personal Financial Profile like this one.** 
      * *Show them your Personal Financial Profile (this is the tool use to fact find).*
      * We do this by first carefully examining your current financial situation.
* **Based on this information, we will propose a series of financial strategies for implementation.**
  + - We will explain the options available to you and discuss the implications of each one.
    - Our clients need to understand how each option will affect their financial affairs now and in the future.
    - We then suggest the approaches that will help you meet your goals and objectives.
    - We will then implement the strategies we agree upon.
    - **To monitor how these strategies could be affected by critical financial events, we prepare a *Personal Financial Organizer (PFO)* for all our preferred clients.**
      * *Show sample of the* Personal Financial Organizer (PFO) *and explain what it is.*
    - We meet with our clients regularly to monitor their *Personal Financial Organizer (PFO)* and to ensure that they are prepared for relevant Critical Financial Events. We also ensure that our clients are kept up to date on any changes, and of course, we expect them to do the same.
    - Do you have any questions?

**Our Fee for Service**

If you currently have a way of communicating your fee structure, this is the place to discuss it. If you do not, you can review the different fee models outlined below and choose the one which best reflects your approach customize as required. Delete the others from the script.

# It’s important for me to explain our Fee for Services right up front.

* + - * We provide complete wealth management planning, which is comprised of comprehensive financial planning and investment management.
      * The people we work with consider us their primary Advisory and trust us to help them with anything related to their financial circumstances.

## Fee-Based Percentage of Assets

* + - * There are different ways we could charge for our services. One option is we **could** ask you to pay us for each transaction we perform on your behalf. However, if we went with this option every time, we a suitable recommendation for you, you would be considering the cost of that transaction instead of simply considering how it will help you to reach your goals. This may create a barrier to making sure we always do what is best for you. As well, these commissions would only cover the costs of administering your investments and insurance. They would not compensate us for the advice we provide for you in relation to your comprehensive wealth management.
      * Fortunately, there is a **better approach**. We charge you a fully disclosed fee which is based on a percentage of the assets we manage for you. This fee covers the cost of the investment’s management, administration, and comprehensive wealth management we provide you. The benefit to you is that there are no transaction costs, so these are never part of the decision to buy or sell a security.

## Transactional & Fee-Based

* + - * There are a couple of different ways we can charge for our services.
      * We offer you two options and discuss your needs to determine which approach is best suited for you.
      * With the **first option**, we receive compensation for each transaction we perform for you. The benefit to you is that there are no additional costs over and above the normal administrative costs of investing in any similar product.
      * Under the **second option**, we charge you a fee that’s a percentage of the assets that we manage for you. This fee covers the cost of both the advice and knowledge that I provide and the costs of administering your account. The benefit to you is that there are no transaction costs, so these are never part of the decision to buy or sell a security.
      * As I said, once we have looked at your current financial situation, we can talk about which option is better for you.

## Fee-Only Planning: No Commissions (Those who do not provide investment management services)

* + - * To ensure we offer you quality, unbiased advice we provide you with comprehensive wealth management advice only, which is based on a [hourly rate/annual retainer].
      * This fee for service is for the comprehensive wealth management advice we provide, which covers every aspect of your financial situation now and well into the future.
      * When it comes to your investments, they will be managed by a third-party – for example the advisor you have right now, who will charge you directly for the costs of administering your investments and insurance.
      * Under this system, we are completely accountable to you. You know you are getting what you pay for – which is the wealth management advice we provide.

*Closing this section of the meeting regardless of model chosen:*

* Finally, we want you to know that we encourage our clients to contact us if they ever have any questions about their fees.

1. Understanding Your Expectations (5-10 minutes)

*Use the* Understanding Your Expectations *to conduct this portion of the meeting. These questions will provide you with important information to assess if this prospective client is a good fit for you and your practice. This means they have: the right attitude and the right assets.*

* As a starting point, I want to get an understanding of your expectations of the financial planning process, as well as learn about your experience working with other financial professionals up to this point.
* This will help us determine if the approach, advice and services we provide is a good fit for what you are looking for.

1. Your Wealth & Lifestyle Goals (20-30 minutes)

**What’s Important to You?**

* Now I want to learn more about your specific financial and lifestyle goals, so I have a clear understanding of everything that’s important to you.
* To start this discussion, please review this handout.
  + *Give them the* What’s Important to You?
* I use this process with all my clients as a starting point to help me understand how I can help them. Please check the 3 things that are most important to you right now - on this list.

*Without saying anything, give them a few minutes to complete the form. Some people will take longer than others. After the client(s) complete the worksheet, discuss their choices with them. You may wish to use the following to find out more information:*

* [Financial peace of mind] means different things to different people.
* Help me understand what [Financial peace of mind] means to you?
* That’s interesting……do you mean (rephrase what they said).
* I understand is [Financial peace of mind] is important to you. Can you tell me more about this?
* Is there anything else [Prospective Client] that we haven’t discussed today as it relates to your financial and lifestyle goals that you’d like to add?

**Where You Are Right Now**

*If through previous discussions you haven’t determined an approximation of their current investible assets, you need to do so to assess their FIT in terms of Assets. Refer to the bottom half of page 2 of the Understanding Your Expectations resource for a structured approach. Alternately, you may want to say something as follows:*

* Our wealth management approach and investment philosophy are best suited to those who have approximately [insert your ideal Asset criteria here] in investable assets – does this resemble your current situation?

*It is important you uncover the ‘big picture’ to determine other possible assets outside what may be deemed currently available because this may be a great long-term client with a short-term situation that doesn’t’ fit (i.e., they have other assets/money coming available for investment soon).*

# Meeting Wrap-Up (2 minutes)

* [Prospective Client] as I mentioned at the start, the purpose of today’s meeting was to determine whether there’s a FIT between us.
* The last item on our agenda: Where We Go from Here.
* This is an important decision for both of us, so over the next 2 days I’d like you to think about what we covered here today and whether there’s a FIT between us.
* I will also carefully consider your situation to determine if there’s a good FIT with our philosophy and approach.
* When we next talk, each of us will have determined if there’s a FIT with the other.
* If we decide we have a FIT, we will book our next appointment at that time.
* **Would *(two business days forward)* be a convenient time to call and discuss this with you?**
* What is the best number for me to reach you at that time?

*Make sure you call the decision-maker and be very specific about where and when you will contact them.*

* Do you have any other questions [Prospective Client]?
* It was a pleasure meeting you, I look forward to touching base with you on [Date and time].

*Note:*

*The “Is there a Fit Call” should be made by the Advisor at precisely the date and time you said you would be calling. Use the “Is there a Fit Call Script”.*