

New Client Process

Use this resource in conjunction with the *New Client Flowchart*. This resource outlines the series of mailings, phone calls and meetings that we recommend when beginning a new client relationship.

- Each of the phases below will be covered in subsequent strategies.
- Carefully consider making any changes to this proven process. Skipping steps or altering order may detract from your result.
- If you work with potential clients at a distance, this process will still work.
 - a. Instead of meeting face-to-face, you will meet over the phone or via videoconference.
 - b. Use a courier (FedEx, UPS) or email to deliver materials such as the agendas, Introduction Kit, etc.

The 5 Phases of The New Client Process

1. Pre-Appointment

1. Immediately send a card using the *Thank-You Card* to the person who recommended the potential client.
2. Advisor uses the *Initial Contact Script* to introduce himself or herself to the potential client.
3. Assistant uses FedEx/UPS to send the *Introduction Kit* to the potential client.
4. Assistant uses the *Book 1st Appointment Script* to arrange the first appointment with the potential client.
5. Assistant sends the *1st Appointment Confirmation Letter* to confirm the 1st appointment.
6. Assistant uses the *1st Appointment Confirmation Call Script* to confirm the 1st appointment.

2. The 1st Appointment – Is there a Fit?

7. Advisor conducts the 1st Appointment using the *1st Appointment Agenda, 1st Appointment Advisor Script, Critical Financial Events Graphics, Goals Worksheet (What's Important to You?), Fact Finder Sample* and *Personal Financial Organizer (PFO) Sample*.
8. Advisor completes the FIT call using the *Is There a Fit Call Script*.

3. The 2nd Appointment – Fact Finding

9. Assistant sends the *Confirmation Letter and Checklist*.
10. Assistant uses the *2nd Appointment Confirmation Script* to confirm the 2nd Appointment.
11. Advisor conducts the 2nd Appointment using the *2nd Appointment Advisor Agenda, 2nd Appointment Script, Introduction Script* and your financial data-gathering tool.
 - a. Note: Since FIT has been agreed to, some advisors will begin the asset transfer process here to ensure that they have up to date information when they are creating the *Personal Financial Organizer (PFO)* and making investment plans. Others may wish to delay the asset transfer process until the 3rd Appt.

4. The 3rd Appointment - Implementation

12. Assistant uses the *3rd Appointment Confirmation Script* to confirm the 3rd Appointment.
13. Advisor conducts the 3rd Appointment using the *3rd Appointment Agenda, 3rd Appointment Advisor Script* and the *Personal Financial Organizer (PFO)*.
 - a. Assistant/Advisor opens accounts and begins asset transfer.
 - b. Assistant arranges the next meeting if there are other financial matters that require prompt attention.

5. New Client Welcome

14. Assistant sends the *Welcome Card* that is handwritten by the advisor.
15. Assistant sends the *Welcome Letter*.
16. Assistant sends *Welcome Gift*.
17. Assistant uses the *1st Statement and Care Call Script* to call the client after their first statement arrives.