

THE MINDSET METHOD

PILLAR 4: Rebranding



Strategy 17 1st Rebranding Appointment

"Your branding is what other people say about you when you're not in the room."

Jeff Bezos

1st Rebranding Appointment

WHY is this Important?

It's time to ensure your high value clients get a thorough update about you and what you do. They represent a great source of potential new business development. It's also the right thing to do.

First, we implement a series of client-focused steps to really set the stage for your best clients. This is a great way of 're-introducing' them to you and your practice. It's probably been a long time, if ever, that this has been done, and it's particularly important for the 'easy' clients that don't require much effort.



The 1st Appointment Rebranding Meeting is supported with a structured agenda and scripting to assist you. Not only will you take the opportunity to revisit the basics, such as who you are, what you do and how you are compensated, but you will also take the time to fully explain your approach to wealth management. You may be surprised at what some of your longest standing clients don't know about you.

You will also review the Introduction Process with your existing clients for the first time - a key component in creating awareness around how to introduce others to you and your organization.

WHAT You Can Expect from this Best Practice

- Initiate the rebranding process with your existing AAA, AA and A clients
- Provide them with a copy of your revised and/or new Introduction Kit
- Communicate a clear and precise structure for your enhanced financial planning activities
- Outline the advantages of your improved process to existing clients
- Identify and/or update the goals and objectives of your client to enable PFO preparation
- Conduct a thorough updating of their financial situation to enable PFO preparation
- Convey your Introduction Process to your triple 'AAA' and double 'AA' clients to ensure they know how to introduce others
- Re-evaluate your single 'A' client relationships using the Existing Client FIT Meeting Process



HOW to Get Started

Set the Stage for the 1st Rebranding Appointment

1. To understand more about this business development initiative read Don't Take Them for Granted.
2. To prepare for the 1st Appointment print, review and customize each of the Pre-Appointment resources:
 - Step 1 1st Appt. Rebranding Pre-Booking
 - Step 2 1st Appt. Rebranding Booking Script
 - Step 3 Handwritten Card for Existing Client and Cover Letter for Existing Client
 - Step 4 1st Appt. Rebranding Letter & Checklist
 - Step 5 1st Appt. Rebranding Confirmation Call
3. Identify who on the team will be responsible for each step in the Pre-Appointment Process.
 - Add this information to your **Existing Client Checklist** from the previous best practice.

Note: You prepared the Introduction Kit previously in this program so it should be ready, except for the two resources listed above in Step 3.

The 1st Rebranding Appointment

1. To conduct the 1st Appointment first print and review the following resources.
 - 1st Appt. Rebranding Agenda
 - 1st Rebranding Appointment Advisor Script
2. Customize the 1st Appt. Rebranding Advisor Script where required.
 - Note that much of this scripting was created for the New Client Process so this is a great review opportunity.
 - Focus on the scripting that allows you to move from topic to topic with your existing clients.
 - Note the time estimations for each section.
3. Practice the flow of this appointment using both the Agenda and the Script.

When Existing Clients May Not be a Good Fit

This process should be used with the 'A' clients who need to be re-engaged with your services.

1. Print and review the 1st Appointment-Is there a Fit for Problem Clients Agenda
2. Print and review the 1st Appointment Advisor Script-Is there a Fit for Problem Clients
3. Practice the flow of this appointment using both the Agenda and the Script.

Don't Take Them for Granted

When you think about the people who comprise your top clients, there's often a variety in terms of the type of people, when you met them, and how long you've been working with them. There may also be a significant variation in terms of what 'becoming your client' looked like, depending on when they joined you. If you're like most advisors, you put a tremendous amount of effort and attention in at the beginning of these important relationships and then 'autopilot' mode kicked in – much like we see in courtships.

The reality is that your nicest top clients may not need you a lot and trust you tremendously - and because of that they often don't get much extra attention. We need to be proactive with respect to servicing them and to strive to exceed their expectations, so they continue to be delighted with our partnership over the long-term.

Complacency is Dangerous

One of the nice things about working with the same people for a long time is the relationship tends to become easier. There is a level of comfort and trust that makes working together enjoyable. The danger is that this familiarity that can lead to complacency – at least from the perspective of your client, which is what matters most.

*“Success breeds complacency.
Complacency breeds failure.
Only the paranoid survive.”*

Andy Grove

The Silent Majority

We may have a client or two who is comfortable enough to bring this up to us, and we then have an opportunity to salvage the relationship. However, most of your clients won't bring this up. Instead, some will simply leave you and move onto a new advisor. Every advisor has experienced the pain of losing a top client at some point in their career. This often comes as a surprise to advisors and there is seldom any advanced warning. For all intents and purposes, the prevailing notion is that the departing client was content with the service.

What Have You Done for Me Lately?

Initiating the Client Rebranding is the first step in showing your clients you're still actively paying attention and that they *do* matter. This process is specifically designed for your very best clients. It is client-focused from start to finish *and* the introduction of the PFO Binder ensures they know you will continue to be client-focused for the duration of the relationship.

Grow Your Practice

By focusing on your very best clients with the rebranding process you can proactively competitor-proof them, which often leads to more of their business coming your way (increased engagement). Secondly, you will see increased advocacy because they will be sending more friends and family your way.

1st Appt. Rebranding Pre-Booking

This is the script Advisors should use with their existing clients who will be going through the rebranding process. It's best to make the pre-booking call when the client is the next one to go through the rebranding process and is an excellent way to set the stage for the 1st Appointment Booking call made by the Assistant.

- [Client's Name] please? Hello, this is [Advisor] calling.
- The reason I am calling is to let you know [Assistant] will be calling you shortly to arrange an appointment with me.
- At this appointment, I am going to discuss a few important things with you.
- First, I'm going to discuss with you some recent enhancements made to our wealth management process. These updates stem from experiences we've had with our best clients over the years – coupled with the fact we are always striving to do better for you.
- We continue to be focused on helping you simplify, organize and coordinate all aspects of your wealth management and this will be a key part of our meeting.
- We're excited about this and I am confident the result of this initiative will give you greater peace of mind as it relates to your overall financial situation.
- Secondly, when we meet, I'm going to carefully update all your financial goals and objectives. This means reviewing the goals and objectives that we are aware of, as well as discussing any new goals you may have.
- Third, I am going to completely update your financial situation to ensure all the information I have for you is current and up to date.
- Any questions so far?
- One more thing. We've recently developed an Introduction Kit that describes our practice. This is something we send out when we're introduced to a prospective client so they can get a better understanding of who we are and what we do, even before they come in and meet us. We're going to send one out to you too as well because I think it's important that you're aware of it.
- We expect this appointment will take about one hour of your time. Before I go, do you have any questions [Client]?
- Great - thank you for your time and you can expect to hear from [Assistant] tomorrow to go ahead and book a time and place for this appointment.
- Have a great day.

1st Appt. Rebranding Booking Script

This is the booking script used for setting up the 1st Appointment with existing clients.

We recommend this appointment is booked 2 weeks out to ensure the client has enough time to receive the 1st Appointment Letter & Checklist and gather up any items requested. The sample below represents the Assistant making the call. It's recommended this call is preceded by a call from the Advisor ahead of time to set the stage for the rebranding process. For more details, refer to the 1st Appointment Pre-Booking Call.

- [Client's Name] please? This is [Assistant] calling from [Advisor's] office.
- I understand you recently spoke with [Advisor] about a few things we'll be doing in your next meeting involving some recent updates we'll be sharing with you.
- Today I'm calling to arrange that appointment with [Advisor].
- As [Advisor] mentioned, one of the things we are going to do is completely update your financial situation to ensure all the information we have for you is current and up to date.
- Prior to the meeting and to ensure that we have your most up-to-date financial information, I just wanted to let you know that we will be sending you a letter to confirm the meeting, including a checklist of items we will need you to bring with you.
- Do you have any questions?
 - *If YES, and you can answer the question, do so.*
 - *If you sense they are unsure, or they ask why you need more information, or you cannot answer the question, suggest booking a phone call with [Advisor] so they can explain further.)*
- We expect this appointment will take about one hour of your time. Is there a time that's convenient to you during the week of [month-day]? Great, so we've got you down for [month, date, time].
- One final thing; [Advisor] probably mentioned that we've recently developed an Introduction Kit that describes our practice. You can expect to receive the Introduction Kit within the next week.
- Great.
- Thank you for your time and we look forward to seeing you on [date and time].
- Good-bye.

Kit – Handwritten Card for Existing Clients

This stunning greeting card is to be handwritten and attached to your Introduction Kit.

To simplify things, we recommend you use the same card you send with the Introduction Kit for Prospective New Clients. You can earmark a specific card image as “Accompanies Introduction Kit”.

Dear Existing Client,

I hope all is well and look forward to catching up with you soon.

Here is the Introduction Kit we mentioned. We send this out now before we meet with a prospective client for the first time as part of our process.

See you soon,

Advisor's Signature



Kit - Cover Letter for Existing Clients

Include the Cover Letter with the Introduction Kit being sent to your existing client.

May 5, 2023

Name
Address
Address

Dear [Existing Client],

In the spirit of ongoing improvement, we have spent the past several months reviewing all aspects of our advisory practice to ensure we deliver an exceptional client experience. To that end, we are officially launching some enhancements to our client experience which we believe will provide additional clarity and peace of mind for you.

We remain committed to helping our clients achieve what is important to them and an extension of this is helping them simplify, organize and coordinate all aspects of their wealth management.

In the process of helping our clients achieve their goals, we will of course continue to assist clients in navigating through the various Critical Financial Events of their lives. These can be as diverse as retiring, receiving an inheritance or buying a new home. As you know, our resources and expertise are available to help you to prepare for such events, to ensure that your game plan is a solid one to help achieve your wealth and lifestyle goals.

Prior to our upcoming appointment, we wanted to provide you with the enclosed package to ensure you're up-to-date with regards to our practice and how we're here to help you. We will review the enhancements we have made and answer any questions you have during our upcoming appointment.

We look forward to seeing you in our upcoming meeting.

As always, if you have any questions feel free to contact us anytime.

Sincerely,

Advisor's Name
Advisor's Title

1st Appt. Rebranding Letter & Checklist

Send the 1st Appointment Letter & Checklist about 2 weeks before the 1st Appointment with your existing client so they have enough time to receive it and begin pulling together any documentation you've asked them to bring.

To simplify this process, use the same checklist you've chosen for your New Client Process.

May 5, 2023

Name
Address
Address

Dear [Client]:

RE: Our Upcoming Appointment

We look forward to our upcoming meeting with you. As [ASSISTANT] mentioned to you on the phone, we will be reviewing some updates we have made to our planning process.

At this appointment, we will update your *Personal Financial Profile*. This profile will summarize your current financial situation and will highlight the financial strategies we are working on to help you achieve your goals.

So that we can proceed effectively, please bring the documents listed on the enclosed checklist.

Otherwise, we are confirmed for our upcoming meeting as follows:

Date: [Date]
Time: [Start and end meeting time]
Address: [Location of meeting]

I look forward to seeing you.

Sincerely,

Advisor Name
Advisor Title

Encl.

1st Appt. Rebranding Confirmation Call

This is the confirmation call script for existing clients coming in for the 1st Appointment.

It is recommended the Assistant makes this confirmation call.

- [Client] please?
- This is [Assistant] calling from [Advisor's] office.
- I'm calling to confirm your appointment at [time, on date].
- As part of this process, you will need to bring the documents listed on the checklist that came in the earlier letter.
- Did you get the checklist we mailed to you?
 - *If yes:*

Great, do you have any questions about the list? Have you had trouble getting all the documents together? (If yes, offer to rescheduling appointment if the client requires more time.)
 - *If no:*

Confirm address, resend checklist and reschedule appointment for later date, saying:
"[Client], the documents are crucial for this particular appointment, so in order to give you time to gather the material we will need to reschedule the appointment."
- Terrific - we look forward to seeing you at [time] on [date].

1st Appointment Agenda

Update Meeting

[Client Name]

[Date]

[Time]

- **Meeting Overview**
- **Update on Our Practice and Approach**
 - Our Team
 - Our Wealth Management Process
 - Your Critical Financial Events
 - Our Fee for Service
 - Our Introduction Process
- **Update on Your Situation**
 - What is Important to You?
 - Your Personal Financial Profile Update
- **Meeting Wrap-Up**

1st Appt. Rebranding Advisor Script

This is the companion script for Advisors conducting the 1st Appointment with Existing Clients.

Much of the scripting in this Appointment has been developed and practiced in the New Client Advocate Process. Use what you have created already to completely customize this script.

This meeting should take approximately one hour.

Greeting (5 minutes)

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

1. Meeting Overview (1 minute)

- Here is the agenda for today's meeting. *Give them a copy of the agenda.*
- Our purpose today [Existing Client] is to fully update each other on our relationship.
- First, I will update you on our practice and approach, including some enhancements we are excited to share with you.
- I will:
 - Update you about myself and my approach to financial planning.
 - Review the plan we have implemented to help you achieve your goals.
 - Spend some time discussing the planning process and the ways that it can help you navigate through the various Critical Financial Events in your life.
- In addition, I will take this opportunity to 'reintroduce' you to our business as if you were a new client.
 - It is important to me that you have an implicit understanding of what happens when I meet with a new client for the first time.
 - You may at some point run into someone you know who could benefit from my approach and I do not want there to be any surprises in terms of what happens when we meet with someone for the first time.
- However, we are going to spend **most of our time today** updating your relationship with us.
 - This means we will be updating your goals and objectives to ensure we are still clear on what is important to you.
 - We will conduct a thorough review and update of your current financial situation.
 - And also review and discuss the documentation you brought in today.
 - This will allow us to completely update your *Personal Financial Profile*, which is instrumental in continuing to determine the best possible solutions - to help you achieve your financial and lifestyle goals.
- I am taking the time to do this today [Existing Client] to ensure you are clear on how to work in partnership with us – and we are clear on best how to help you.
- Do you have any questions?

2. Update on Our Practice and Approach (10 minutes)

Use the scripting you created for the 1st Appointment with New Clients at this point. How you describe your practice should be the same whether they're a new or existing client.

- It's hard to believe we've been working together for [ten] years now [Existing Client].
- Much has changed since then and I want to bring you up to date on a few things related to me, my practice and the firm.
- Some of what I cover may already be clear to you, but I am not making any assumptions.

Our Team

Our Wealth Management Process

Your Critical Financial Events

Our Fee for Service

Our Introduction Process

Use your visual aids, graphics & sample PFO Binder here – just as you would for a new client.

Use the Introduction Scripting you created earlier in the program in either of these strategies on the:

- Introduction Process
- 1st Appointment with New Clients

Be low key and relaxed, as a matter of fact as possible. How you describe your Introduction Process should be the same whether they're a new or existing client – although the lead into this conversation may be different.

You can lead into the subject with existing clients as follows (pick **one** that works best for you or come up with another that works for you):

- *Option 1* - One of the things I thoroughly enjoy about being a Financial Advisor is helping others. Lead into your Introduction Process...
- *Option 2* - Now, regarding the 'Introducing Us to Others' item on the agenda: You should know that going forward; I intend to be more selective about who I take on as a client. I don't want to be all things to all people; my intent is to be all things to some people. This does not affect **our** relationship of course, and just as importantly, I will always be there if you run into someone that is important to you that may need my services. Should that situation occur, I have created a process for how introductions are best handled, so you know what to do if you ever run into someone who needs my help. I'll take a minute now and share that process with you, and I'll remind you from time to time.
- *Option 3* - Recently, we've had a couple clients ask us if we are accepting new clients. It made me realize we haven't done a good job at communicating how that works in our practice. I'm going to take a couple minutes right now [client] to explain that to you and I will remind you of it from time to time. Lead into your Introduction Process...

3. Update on Your Situation (40 minutes)

What's Important to You?

- As a starting point, I want to review your goals and ensure I know exactly what's important to you - today.
- As I mentioned earlier, we've been working together for a while now and I want to be completely up to date on your situation.
- To start this discussion, please review this handout. *Give them the What is Important to You? worksheet.*
- I use this process with new clients now 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 [Client] that we haven't discussed as it relates to your financial and lifestyle goals that you'd like to add?

Your Personal Financial Profile Update

- Ok, now that we're up-to-date on your goals and objectives, let's spend some time getting completely caught up on your current situation.
- This will help ensure we continue to recommend and implement solutions best suited for you – designed specifically to help you meet your financial and lifestyle goals.
- The first thing I'm going to ask you to do is pass along any of the items we requested you bring along for today.
- Next, I'm going to use the Personal Financial Profile to ensure I get everything else as up to date as possible for you. *Update their Personal Financial Profile*

Make sure you have completed as much information as possible based on what you currently know about them. Systematically check that what you have is accurate and update accordingly.

Based on the goals they shared with you today, you may be moving into a new area that requires additional information from your existing client.

The more information you collect, the better you will be able to recommend the right solution. In many cases, this approach will help you uncover new financial planning needs and opportunities for your clients in a consultative, client-focused manner. Gather, review & discuss any of the items you asked them to bring to this meeting.

4. Meeting Wrap-Up (1 minute)

- I want to book a follow up meeting at which time I will provide you with your *Personal Financial Organizer*. *Reference the sample binder once again by simply pointing to it.*
- We may have some further implementation recommendations for you at that point.
- When can we see you in two weeks from now?

Note: Your Assistant may make this appointment for you at the end of the meeting or they may call the client later that day – in which case you would simply let the client know to expect the call from your Assistant. Choose the method that works best for your team – and stick with it.

- Do you have any other questions about what we covered today or what to expect at our next meeting? *Answer questions accordingly.*
- Great, I look forward to seeing you on [date, time].

Strategy 17 Self-Assessment



- 1) The Pre-Appointment process is necessary to create awareness and enthusiasm about upcoming changes to be discussed in the 1st Rebranding Appointment:
 True False
- 2) How many steps are in the Pre-Appointment Process for Existing Clients?
 3 5
 4 6
- 3) Which step in the Pre-Appointment Process is a hard copy item that arrives at the existing client's home and makes a terrific first impression?
 Pre-Booking Conversation with Advisor Send Introduction Kit
 Booking with the Assistant Confirmation of the Appointment
- 4) This meeting is Agenda-driven and supported by an Advisor Script:
 True False
- 5) Which of the following client-facing resources should be used in the 1st Rebranding Appointment to create a positive experience and differentiate your branding?
 1st Appointment Rebranding Agenda
 Critical Financial Events & Our Partnership Approach
 What's Important to You?
 All the above
- 6) We recommend every existing client meeting is confirmed a day or two in advance:
 True False
- 7) The purpose of this best practice is all except:
 Update all information you have about you best clients including financial picture and what's important to them
 Collect a list of names of friends and families to prospect
 To re-engage your best clients by introducing them to your approach to simplify, organize & coordinate their wealth through the Personal Financial Organizer
 Ensure each of your best clients understands your Introduction Process

