**Implementation Meeting Script**

**Client Onboarding STEP 7**

*Purpose: To discuss and mutually agree to move forward with your recommendations (Account Openings and Signings).*

*Again, it is important to remember that you are not required to recite this script word for word. Use this script to guide your Implementation Meeting. Your goal is to personalize this script so that it feels natural for you.*

**Instructions:**

This document has 2 types of text.

* Your script (what you would say to the client) is in regular text type.
* Your instructions for actions are in ***bold italics****.*

GREETING

***Welcome client and establish a rapport with them.***

* Hello Mr. and Mrs.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, it's good to see you again.
* How have you been?

***Make small talk (weather, sports, families, anything to establish common ground) – no more than a couple of minutes.***

1. MEETING OVERVIEW

* Here is the agenda for today’s meeting [**give them a copy of the agenda**].
* Today we are going to spend our time focused on your Goals – what matters most to you and why you are here today as well as, go over your Personal Financial Organizer.
* This includes discussing my recommendations and answering all your questions so you are confident making the decision that is best for you – so I can help you put it into action.
* I will outline all steps required to get things moving forward which will include the completion of required paperwork.
* Finally, I will give you a brief reminder of our wealth approach so I am confident you are fully aware of how we can help you as well as, outline our approach to possibly helping others who may be important to you.

1. HELPING YOU GET THINGS UNDERWAY

**Review Your Current Goals – What Matters Most to You**

* In our last meeting, we talked extensively about what is important to you.
* You indicated that ***summarize the goals they identified.***
* 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.***

**Review Your Personal Financial Organizer**

* ***Provide your client an overview and outline of your recommendations.***
* ***Proceed to strategy of focus for the meeting - most likely investment recommendations.***
* ***Include a review of all assumptions.***

**Discuss Any New Items of Importance to You**

* Based on what we covered today, is there anything else you’d like to discuss?
* ***If additional items come up in your conversation, prioritize them with the client and assign some timeframes so you can begin assisting them in these other areas.***

1. **STEPS TO IMPLEMENTATION**

* ***Review and complete paperwork to begin Implementation.***

1. A QUICK REMINDER

**Your Significant Life Events**

* To do this, I help you to prepare for or react to Significant Life Events -- basically anything and everything that pertains to and affects your finances either now or in the future.
  + It could be retiring, planning for a child’s education, getting a raise or even losing a job.
* Our purpose is to cushion the effects of the Significant Life Events in your life so you stay on track and reach your financial goals and objectives.
* We do this by first understanding exactly what your Goals and Objectives are. We started this process at our first meeting.
* We then completed a thorough examination of your current financial situation which helped me gather the information necessary to create your Personal Financial Organizer – which we will review together today.
* Based on the information you provided me during our previous meetings, I will be proposing a series of financial strategies that will be summarized in your Personal Financial Organizer, a document which will help us monitor our progress.
* We will meet regularly to review your Personal Financial Organizer and implement strategies to ensure that it is helping you achieve your goals.
* I will also make sure that you are kept up-to-date on any changes that may occur and I require you to do the same.

**How To Help Those You Care About**

* We want to share with you our commitment and approach to help you, help others – especially those you care about.
* If someone is important to you, they are important to me and I will make the time to meet with them.
* Of course, I will do everything I can to assist them and make sure they are better off for having come in and seen me.
* If however, I’m unable to provide what they are looking for, I will do my very best to point them in the right direction.
* Either way, anyone you send to me will be treated with the same level of respect and professionalism – as you have come to expect.

*IMPORTANT: Everything up to and including this part of the Agenda should be scripted and rehearsed so that it can be delivered in about 5 minutes or less. That leaves the balance of the meeting to conduct a thorough walk through of their PFO and get implementation underway.*

1. MEETING WRAP-UP

* Before we begin to wind down our meeting, I’d like to double-check to see if you have any questions? ***If so, answer them before proceeding.***
* It was great seeing you today and helping you get this underway – I hope you feel confident that we are helping you get closer to achieving something that is important to you.
* If you need anything, please feel free to contact me.
* Have a great day!
* ***If a follow up appointment is required book it and agree on what it is that needs to be satisfied for your client to move forward.***