

What You Can Expect from this Best Practice

PURPOSE

- To continue to establish rapport and build trust with your client
- Follow up the 'Is There a FIT' decision with the Fact-Finding required to prepare your financial planning solutions and recommendations
- To reinforce you both made a well-informed decision about working together
- To build trust in you and your financial planning approach
- To use an abridged version of your introduction to reinforce your key messaging about your financial planning process with your new client
- To ensure clients can clearly and precisely tell others about you
- To continue building a productive, professional relationship

EXPECTED RESULTS

You will:

- Gather all information necessary to formulate suitable financial planning recommendations
- Ensure that you are not selling at the implementation meeting
- Set the stage for the third appointment as the next step in your process of implementing financial strategies for your client

Your prospects will:

- Trust you more readily because you clearly state your process, and their role within the process
- Participate in the financial planning process with a cooperative spirit
- Look forward to the next meeting where they will receive their own Personal Financial Policy Statement
- Have several reasons why they would already want to introduce you to friends and family – and understand the process of how to do so

ACCOUNTABILITY

You will:

- Commit to understanding and recording their financial goals and objectives
- Begin creating a comprehensive financial profile on your new client
- Ensure you have copies of all other documentation you require to assist them in achieving their goals and objectives
- Use this information to formulate suitable recommendations to be delivered and presented using the Personal Financial Policy Statement at the third appointment

Your clients will:

- Share their financial goals and objectives with you
- Provide you with all information necessary for you to create their comprehensive financial profile
- Be fully engaged in the financial planning process