New Client Flowchart

Qualified Introductions from Branch Staff

(Other financial representatives pre-qualify)

Introductions from your Existing Clients & COIs

Pre-Appointment

This is a series of calls and written communication received by the potential new client to set the stage for the 1st Appointment.

The Pre-appointment process establishes your process for bringing on a new client and allows you to introduce yourself in a professional manner.

1st Appointment

"Is There a FIT?"

The "FIT" process is a major point of distinction. It establishes the framework for a long-term relationship and gives you complete control over which new clients are brought into the Financial Planning fold.

If there is no FIT:

1. Branch
2. Mid-Tier IS
3. Online Accounts
4. Other

2nd Appointment

Financial Fact-Finding & Introduction Process

This is where you will develop a comprehensive financial profile for your new client. You will also share your Introduction Process with them for the first time.

3rd Appointment

Implementation

Present your new client with a tangible deliverable unlike anything they've seen.

Welcome Aboard!

This is a series of actions to 'welcome' your new Financial Planning client.

No new client is fully onboard until they've experienced the welcome process: a continuation of our client-focused approach. This is the bridge to the ongoing Service Program.