PSA 12

Welcome Aboard!

WHY is this important?

How you treat a new client after they've come on board presents another potential point of positive differentiation for you. That's right. A simple welcome process could make your clients feel appreciated, confident, and very pleased with their decision to choose you as their new Financial Professional. It will build trust and rapport – instead of eroding it. In other words, their experience doesn't have to be anticlimactic or riddled with disappointment. Furthermore, if they are comparing this to their previous experience with other Financial Professionals, there is a good chance you can easily exceed their expectations. What a fantastic way to begin a new relationship. Can you imagine wanting to do it any other way?

Our simple new client welcome process can be easily implemented and doesn't take much time. Yet the payoff – is great. There is no question this is a good use of your time. If you have an Assistant, you can consider delegating some of the New Client Welcome steps. This allows you to leverage your Assistant's time and introduces your new clients to your assistant at an early stage in the relationship as a valuable client of the financial team. So, let's get started and get your new client welcome process underway.

WHO is this proven strategy designed for?

For those who continue to want to exceed new client expectations.

WHAT should you expect?

You will:

- Consistently deliver a welcome process that fits with your branding & professionalism
- Refer to "What You Can Expect from this Best Practice" on the next page for more

What You Can Expect from this Best Practice

PURPOSE

- To give your new clients a ‘soft landing’ ensuring they are not feeling under whelmed as your relationship gets underway
- To reinforce they have made a well-informed decision about working with you
- To continue to increase trust in you, the organization, and your approach
- To demonstrate your proactive approach to managing client relationships

EXPECTED RESULTS

You will:

- Feel great knowing this new client has been fully brought into the fold with this simple welcome process, which delights (yet again) with the unexpected
- Provide a bridge of ‘client-focused’ activities to tide them over until the regularly occurring activities of the Client Service Program set in

Your clients will:

- Experience continued client servicing after they have given you their trust and confidence (ie. signed the paperwork)
- Know you are there for them and pro-actively managing the relationship
- Feel important and appreciated (instead of used and ‘sold’)

ACCOUNTABILITY

You will:

- Create and deliver a welcome experience your clients will appreciate
- Involve others at the organization to ensure it is delivered flawlessly every time

Your clients will:

- Talk enthusiastically about what you do and how you do it – to anyone who will listen

TAKE ACTION & GET STARTED

Start your new client relationship off on the right foot by carrying out the three-step Welcome Aboard! This process will demonstrate your integrity, professionalism, and consistency, which of course builds up your credibility and trustworthiness.

1. **Send the New Client Welcome Card - high value clients only.**
   - Once you have successfully conducted the Implementation phase, send a New Client Welcome Card.
   - This card is sent the day of or after Implementation.
   - Personalize this card to maximize its impact.
     - Ensure you personalize this card by handwriting your message and the envelope.
     - Once you have done so, it is important for you to use a stamp rather than running this card through the postage machine. This is an important feature of this Welcome Card.
     - When people receive their mail, they tend to sort through and place important items aside. Mail that has been sent with handwriting on the envelope and a stamp tend to stand out.
   - This card signals the beginning of a new personal relationship.
   - Refer to Step 8 New Client Welcome Card.
2. **The New Client Welcome Email - all new clients.**
   - The New Client Welcome Email goes out 1 week after the new client has implemented with you.
   - Refer to Step 9 New Client Email.
3. **The First Statement and Service Call - all new clients.**
   - You will cap of this process by making the First Statement and Service Call. This call occurs around the time you expect your client to have received their first statement (approximately 4 to 6 weeks).
   - Refer to Step 10 First Statement and Service Call Script.
     - If the new clients are not home, you can simply leave a voice message. The client will call back if they have questions. Otherwise, they will know that you are thinking about them and appreciate the call.
   - You may choose to have your Assistant conduct this phone call.
     - This will allow your Assistant to introduce themselves to your new client as well as, walk them through the process of how to read a statement (which is often difficult for new clients).

Deliver a consistent welcome process. In no time at all, you will breathe a sigh of relief knowing the Welcome Aboard is part of your ongoing routine for bringing on new clients in a professional and consistent manner.

Remember to:

- Refer to **The Welcome Aboard** steps on the New Client Checklist.
- Ensure that each step is implemented at the appropriate point in the process.
- Consistently use every aspect of the process with all new clients.

New Client Welcome Card (and Gift)

Client Onboarding STEP 8

Use the following as a sample script to welcome your new clients as well as, express your gratitude for their trust and confidence in you.
Instructions:

- Send the New Client Welcome Card immediately following the Implementation Meeting.
- Use a quality card.
- Ensure you handwrite your New Client Welcome Card scripting and their address envelope.
- Use a stamp and do not use the postage meter.

NOTE: If this individual qualifies as one of your top (ideal) clients, we recommend you include a welcome gift along with the card.

Dear [New Client],

I wanted to let you know how much I have enjoyed our meetings.

I look forward to developing our long-term relationship and I appreciate your trust and confidence.

Feel free to call anytime.

Sincerely,

[Signature of MFIS]

Welcome Email

Client Onboarding STEP 9

Use the following email script to create and Outlook Template you can use to send to all of your new clients – this creates efficiency and consistency.

Dear [Existing Client],

Thank you for the time you recently took meet with me.

I take great pride in the work I do with my clients and I appreciate that you trust me to take care of your financial affairs as well as, help you plan and prepare for your Significant Life Events. I don't take that kind of trust lightly and I look forward to continuing our relationship for many years to come.

Please contact me directly if you have any questions about your wealth management or any other aspects of the service and advice we provide you.

I look forward to helping you achieve your goals and objectives.

Sincerely,

Your Standard MFIS Email Signature

First Statement & Service Call Script

Client Onboarding STEP 10

Use the following telephone script as a guide to assist you with the First Statement & Service Call with new clients. Refer to the following page for a Voice Message Script.

- May I speak with [New Client Name] please?
- This is [Your Name] calling from [Credit Union/Organization].
- I'm calling to ensure that you have received your first statement and would like to take a moment to review it with you.
- Do you have 5 minutes right now? Great, I'll give you a minute to go and get your statement so we can walk through it together.
    - ***If no, rebook for a fixed time in the next 5 business days.***
- Begin to walk through key statement features:
    - Feature 1
    - Feature 2
    - Feature 3
- Do you have any other questions or concerns regarding how to read your statement?
    - ***If yes, answer questions accordingly.***
    - ***If no, proceed to end call.***
- **Also, discuss any other important items like going paperless options, etc.**
- Do you have any other questions or concerns that I can address?
    - ***If yes, answer questions accordingly.***
    - ***If no, proceed to end call.***
- Thank you for your time today [Client Name].
- If there is anything else we can help you with, feel free to call anytime.
- It was nice speaking with you – have a great day.
- Good-bye.

Voice Message Script

Use the following telephone script as a guide to assist you if the new client's answering machine picks up.

Due to privacy restrictions, you may be unable to leave detailed information on our client's voice mail.

- Hello [Client Name], this is [Your Name] calling from [Credit Union/Organization].
- I would like to take a few minutes to review some documentation you may have recently received and answer any questions you might have.
- Feel free to contact me at [your phone number].
- I look forward to hearing from you.
- Thank you and have a good day.