

What You Can Expect from this Best Practice

PURPOSE

- To provide a clear and precise structure for bringing on new clients in a way that promotes full engagement and advocacy from the beginning of the relationship
- To follow a process which showcases your: integrity, accountability, consistency, congruency and chemistry
- To create a structured process for all aspects of financial planning activities and associated client deliverables
- To use this process to help you stand out for all the right reasons from your competition
- To help the client focus on the experience of dealing with you and less about the products you use and or the return in their portfolio
- To showcase the ‘professionalism’ in your practice

EXPECTED RESULTS

You will:

- Remain focused on client objectives and follow the Professional Model
- Successfully position yourself as more than just an “Investment Advisor”
- Implement financial planning strategies in stages (i.e. segmented financial planning) to evolve as your clients’ needs change
- Experience client engagement and advocacy early in the relationship
- Have a system to track all new client activities

Your clients will:

- Learn to expect and appreciate this client-focused approach
- Anticipate exactly what will be discussed at each meeting
- Gain a better understanding of exactly what you do – in simple terms they can describe to others
- Explain to others the benefits and advantages of your service
- Feel more comfortable with the financial planning process

ACCOUNTABILITY

You will:

- Learn the New Client Process from start to finish and how it benefits you and your potential new clients
- Customize the various resources as and when required so you become comfortable with every aspect of the process
- Practice and rehearse those aspects that need it so you become comfortable with every aspect of the process
- Commit to the New Client Process as your routine for every client you are introduced to
- Delegate to your assistant, if applicable, to ensure the different aspects of this process are delivered as and when required
- Use technology to manage the New Client Process from start to finish

Your clients will:

- Tell you AND OTHERS how impressed they are with this process
- Be unimpressed if they should ever meet with another financial professional who does not provide them with a clear and precise process like yours
- Enjoy the peace of mind this new client routine creates