New Client Process

First statement and Service Call. To turn your potential clients into advocates, you need to follow a consistent process. The following process outlines a series of mail-outs, phone calls and meetings that you MUST follow when a potential client is introduced to you. Details and scripts for each meeting will be reviewed in each of the subsequent strategies.

1. Pre-Appointment Phase

- Mail a Thank You Note to any existing client who recommends a prospective client to you. It's important to always acknowledge the source of the new introduction at the time of the introduction.
- Call the potential client to introduce yourself (or they are calling into you) and lay out the first steps in the New Client Process, including setting up the 1st Appointment.
    a. You will need to confirm their mailing address to proceed with this process.
- If you know in advance they are a potential "A-level" client, send New Client Introductory Kit along with Confirmation Letter. Otherwise, the Introductory Kit is provided during the 1st Appointment.
    a. Note: This can also be distributed by yourself or branch staff in person as an alternate if someone is in the branch making the appointment.
- Make FIT Confirmation Call

2. The FIT Meeting (First face-to-face contact)

- Conduct FIT Meeting:
    a. Agenda driven meeting
    b. Set date and time for the Is there a FIT Call
- Complete the 'Is There a FIT?' call.
- Note: For baseline client with simple needs who are a fit, their needs can be met in a one-meeting approach (Fit-Fact Finding-Implementation combined).

3. The Fact-Finding Meeting (or Phase)

- Mail Fact-Finding Confirmation Letter and Checklist.
- Make Fact-Finding Confirmation Call.
- Conduct Fact-Finding Meeting:
    a. Agenda driven meeting
    b. Introduction Process

c. Fact-Finding

d. Set date and time for the Implementation Meeting

- Note: For mid-tier clients with moderate needs who are a fit, their needs can be met in a two-meeting approach (Fit & Fact Finding and then Implementation).

4. The Implementation Meeting

- Make Implementation Confirmation Call.
- Conduct Implementation Meeting:
    - Agenda driven meeting

      a. Present Personal Financial Organizer

      b. Move forward with Implementation

5. Welcome Aboard!

After implementation, your new client will be on the receiving end of a variety of unexpected welcome activities:

- A Welcome Card (and Gift - optional) for “A-level” Clients.

  I. This can be a Welcome Email for B, C & D Clients.
- First statement and Service Call for “A-level” Clients.
    - This can be an email follow up template for B, C & D Clients.