**Fit Meeting Script**

**Client Onboarding STEP 5**

Purpose: Gather information necessary to assess FIT.

*It is important to remember that you are not required to recite this script word for word. Use this script to guide your FIT meeting. Your goal is to personalize this script so that it feels natural for you.*

**Instructions:**

This document has 2 types of text.

* Your script (what you would say to the client) is in regular text type.
* Your instructions for actions are in ***bold italics****.*

GREETING

***Welcome client and establish a rapport with them.***

* Hello Mr. and Mrs.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* How have you been?
* Did you find our office easily? [***If a new client***].

***Make small talk which is BIG talk (weather, sports, families, anything to establish common ground) – no more than a couple of minutes. Pay attention to FORM!***

Once the welcome and rapport building are well-established, proceed with the meeting.

1. MEETING OVERVIEW

* Here is the agenda for today’s meeting [**give them a copy of the agenda**].
* Our purpose today is to have an initial meet and greet determine if there is a FIT.
* I also want to say that we shouldn’t expect any decisions to be made today – I want to make sure you have the time to carefully consider what is best for you.
* I will consider your objectives and if you are looking for services that we can provide.
* You need to consider our ability to provide what you are looking for.
* So first, I will tell you about myself and our approach to helping our clients, which includes how we help our clients plan and prepare for their Significant Life Events
* We will spend most of our time discussing what brought you in today, your immediate goals and getting a better understanding of What’s Important to You.
* Do you have any questions?

1. OUR WEALTH MANAGEMENT PROFESSIONALS & APPROACH

**A Bit About Myself**

* Now, I’m going to tell you a little bit more about me.
* ***Add custom scripting here regarding professional credentials, experience and personal interests.***
* ***Make sure the information here is consistent with your biography. This should include your strengths.***
* ***Be passionate about why you do what you do! What is your story? Include some items that make you three-dimensional (interests, passions, etc.)***

**Our Wealth Continuum & Approach**

* I think it’s important you know something about the Credit Union I work with and represent.
* ***Add this scripting for existing clients referred up through the branch:***
  + Even though you’ve been a client with us for [x] number of years, we just want to take a few minutes to review this.
  + Some of this you may already know, but some of it you may not.
* [Credit Union/Organization] offers a full array of financial planning and banking solutions to their clients.
* ***Add custom scripting here to describe [Credit Union/Organization] as it relates to scope of resources and how it benefits clients.***
* Our branch staff provides clients with…daily banking, loans and personal lines of credit, etc. (this should be a comprehensive, but succinct overview of the various types of solutions the branch can provide for its clients).
* Our branch staff is also able to provide commercial services and assist business owners in a variety of ways.
* Now, our financial planning subsidiary is a natural extension of the work our branch does for clients.
* Financial Professionals, like me, work with our clients who need more comprehensive investment, insurance, retirement planning or estate planning advice.
* Licensing and various Financial Acts require that this next level of planning and financial needs are met by qualified licensed professionals.

**How We Help Clients with their Financial Lives**

* I help clients as they are beginning their savings plans and wealth accumulation.
* Our overall wealth management approach involves understanding the concept of Significant Life Events. These events are anything and everything that pertains to and affects your finances either now or in the future – and this will evolve and change over time.

*Refer to Significant Life Events Graphic 1*

* In the early phases of wealth accumulation this could be starting to save for retirement, or setting money aside for a child’s education, it might be creating an emergency account, getting married, or saving for a down payment on a house.
* My role is to help those who are in the early wealth accumulation phase who are affected by these types of life and financial goals.
* As people progress through their lives, their situation and needs change and become more complex. They generally have increased investible assets, are thinking about and planning for their retirement, want to provide family security through our various insurance solutions or might even have complex estate planning concerns they need help with. When people enter this advanced stage of wealth accumulation, they are often best suited to work with our Financial Planners who are qualified Certified Financial Planners – CFPs. This is a special designation that means they are highly qualified to assist our clients with various advance life and wealth planning and solutions.
* For first-time investors who are just starting out, we may recommend our VirtualWealth solution, because it is a simple user-friendly, low cost, and easy to maintain investment solution.
* The important thing to take away here is that Significant Life Events are sometimes predictable but are often random or unexpected. They always have a profound impact on peoples' lives. You will be much happier throughout your life and have greater peace of mind if you have planned for the different possible events that can occur.
* And no matter where you are in your wealth accumulation journey, we will always make sure you are aligned with the best solution in our wealth continuum.
* The only way we can do this, is to examine your current financial situation and sometimes we will use something like this (*show them the Fact Finder*) to collect this information – it really depends on what our client needs.
* Based on this information you provide, we propose a series of recommendations and solutions – and we will always explain the options available to you and discuss the implications of each one.
* We then suggest the approaches that will help the client meet their needs and we implement the strategies we agree upon.
* It’s quite common for us to hear from the people we work with how easy it is to become a bit disorganized with respect to all the areas of your money – the fact is there are many different aspects and decisions to be made when it comes to your financial stability and future prosperity.
* We are committed to helping you simplify and organize your wealth.
* For those with basic financial planning and investment management needs, we use this simple yet meaningful Personal Financial Organizer. This helps us coordinate and stay on top of the various aspects related to your money when they become relevant and important to you.

*Show sample of Personal Financial Organizer - Basic*

* Once financial needs migrate from basic to more complex and/or investment management needs become more significant – as I described earlier - we then use this Personal Financial Organizer to help you stay organized. This is something the Financial Planners use because it is directly related to their areas of expertise.
* We meet with our clients regularly to monitor their Personal Financial Organizer and to ensure that they are prepared for relevant Significant Life Events.

*Refer to Partnership Graphic 2*

* We will also ensure that our clients are kept up-to-date on any changes that may occur and we expect them to do the same.
* From time to time, we invite our clients, and their friends and associates to events or workshops.
* These meaningful and informative sessions let you learn about new and relevant ideas, to meet people, and to have fun.

**Understanding Fees**

* It’s very important to me that you understand how the fees work with the solutions we provide.
* The mutual funds we recommend have something called an MER – which stands for Management Expense Ratio. This is generally represented as a percentage so if the MER was 1.0% it means that of every $100 invested, $1 is used to cover the many costs associated with the ongoing management and administration of the portfolio. This includes paying their research and investment experts – the money managers, the support staff, costs of trading, compliance & regulations, general overhead for office buildings and furnishings, administration, and compensation to the financial professionals.
* The mutual funds we recommend typically have MERs ranging from .5% to 1.5% which is well within industry standards. These MERs are never added to or billed directly to you because they are built into the net return on your investments.
* You will always be informed of all fees associated with the recommendations we provide you and this is something that is highly regulated at all times.
* This is an area where many people have misunderstandings, so please feel free to ask me anything related to fees – it’s important to me that you understand how they work.

*IMPORTANT: Everything up to and including this part of the Agenda should be scripted and rehearsed so that it can be delivered in 15 minutes or less. That leaves the balance of the meeting to get to know more about the potential new client, their situation and their goals& objectives.*

1. GETTING TO KNOW MORE ABOUT YOU

**UNDERSTANDING YOUR EXPECTATIONS**

* Now that I’ve told you a bit about myself and what we do at [Credit Union/Organization], I’d like to spend the rest of our time together learning more about you and what you are looking for.
* It’s important that I understand your expectations and a bit about your past experiences with other Financial Professionals.
* To do so, I’m going to walk through a few questions.

*Have the “Understanding Your Expectations” ready to complete.*

*Ask each of the questions to the potential new client.*

*Allow them to answer and explain.*

*Ask probing questions where you feel appropriate.*

* ***When the form is complete, ask them***: Is there anything we haven’t covered yet related to your expectations that I should be aware of?

**HOW CAN WE HELP YOU TODAY?**

* Can you please tell me a bit about why you came in today and how I may be able to help you?

***Continue to ask them additional questions as needed to get a complete picture of what they are looking for.***

**WHAT’S IMPORTANT TO YOU?**

* Thank you for sharing why you came in today – I really appreciate it and it’s important for me to understand.
* I’d also like to get an understanding of what else is important to you and identify some of your other goals and objectives.
* To start this discussion, please fill out this handout.

***Give them the*** *“What is Important to you?* ***Handout. If there are two individuals at the meeting provide each of them with their own “What is Important to you?” Handout.***

* Please, check the 3 things that are most important to you on this list.

***Allow them the time to complete the form. Some people will take longer than others. After they complete the worksheet, discuss their choices with them.***

* \_\_\_\_\_\_\_\_\_\_\_\_\_means different things to different people.
* Help me understand what \_\_\_\_\_\_\_\_\_\_\_\_\_means to you.
* That’s interesting……do you mean (rephrase what they said).
* What I hear (see or feel) is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. MEETING WRAP UP

* Before we begin to wind down our meeting, I’d like to double-check to see if you have any questions? ***If so, answer them before proceeding.***
* [Potential New Client] the purpose of today was to determine if there was a fit.
* The last item on our agenda is “Where do we go from here?”
* We appreciate this is an important decision and as such, we typically ask that you think about what you’ve learned about us and our ability to meet your expectations. And, we prefer to give you a couple of days to do so at which time we follow up by phone to discuss the decision.
* However, we recognize you are already loyal clients of the [Credit Union/Organization] and based on what you’ve described to me today about your situation, I believe we are can help you achieve your goals and objectives.
* Therefore, if you need the extra time to think about it, please do so and we will respectfully call in you in a couple of days.
* However, if you believe based on what you’ve heard today that we can deliver what you are looking for and you are comfortable doing so, we can go ahead and arrange our next meeting.

***If they do need more time to think about their decision:***

* + I appreciate that and would be happy to call you in a couple of days once you’ve had more time to think about all of this. What would be a convenient time for me to call you and discuss this? Where would I reach you at that time? Great, so we will talk on [Date & Time].

***Make sure you call the decision-maker and be very specific about where and when you will contact them.***

* + If we decide to proceed, we will book our next appointment at that time.

***If they do NOT need more time to think about their decision:***

* + ***For a clear one-and-done scenario, collect necessary data, prepare forms and get things underway for the new client.***
  + ***For all others:***
  + That sounds great. Let’s go ahead and get our next meeting scheduled. How does this day work for you (about 1-2 weeks out)? Would [this] time work for you?
  + ***If required:*** Here is a checklist of the items I’d like you to provide me ahead of our next meeting – you can email them or drop them off, whichever is most convenient.
  + ***GO over the list with them and then ask*** – Do you have any questions?
  + Great, I’ll see you on [day] and [time].