

NO STRESS PROSPECT PROCESS

Guidebook & Practice Resources

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No Stress Prospect Process

Define the journey to reach the destination. Designing an engaging client journey — from interest to awareness to education to decision — helps you get the “yes” without the stress. Engage prospects more fully and clearly to demonstrate your value with a process that will help you retain the clients you want for your ideal practice.



1

Receive Initial Inquiry



2

Conduct "Learn More" Call



3

Hold First Meeting: Discovery



4

Analyze Discovery, Draft One-Page Plan



5.1

Hold Second Meeting: Present/Decision



5.2

Discuss
Fees &
Decision



If no, send closing letters



If yes, initiate onboarding process



If maybe, follow three-strike rule



TRANSITION TO ONBOARDING PROCESS



6

Begin Onboarding Client



Best Practices & Process

Creating a cohesive prospect process enables you to streamline your approach and deliver a differentiated experience tailored to your target clients. Following this process – which includes the transition to onboarding – will help you effectively articulate and demonstrate your value, share with whom you do your best work, quote your fees and assess how to best support each prospect and their financial life.

The primary goal of this guidebook is to share a proven, predictable process wherein you serve as a persuasive educator (not pushy salesperson). When using the No Stress process, you first give prospects the information they need to make good choices; then you determine whether you are a good fit, based on your target client and their needs.

Your goal is to highlight the philosophies, practices and process you will use to deliver financial guidance while demonstrating your care and competence. Remember to focus on your value and the outcomes you deliver over features and benefits. Recognize that your value isn't information or investment performance; it's the advice you deliver as a trusted adviser. When defining and quoting your fees, be steadfast in remembering that price is only an issue in the absence of value.

Move a client's initial inquiry forward by following this proven practice for educating and engaging new clients that support your vision of success:



STEP 1: RECEIVE INITIAL INQUIRY

Obtaining client information is a critical initial step in the process. Create a foolproof way for clients to input their information on your website and through any marketing you may do. Be sure to follow the COI Referral Management process, including a thank-you note to the COI within 24 hours of the prospect meeting.

Resources: See Initial-Inquiry resources for further information.



STEP 2: CONDUCT "LEARN MORE" CALL

Now is your opportunity to screen for fit, as well as create an initial connection. Work toward exuding your genuine, helpful nature while acknowledging the prospect's priorities and validating with a story of how you have worked successfully with similar clients. Keep this call to approximately 15 minutes. Deliver your key brand messages, share your process and make the invitation for a first meeting if the prospect meets your client profile. Also ask the prospect to fill out or bring any helpful intake paperwork, and don't forget to provide a brief explanation of your process.

Resources: See Prospect-Process Email Communications (step 2 section), and Learn More resources for further information.





STEP 3: HOLD FIRST MEETING — DISCOVERY

During this 75-minute meeting, your primary goal is to establish a connection with the prospect. Spend time clarifying their goals by asking questions that get to the need beneath the need. Spend the bulk of your time listening (see One-Page Plan Guidebook and Amazing First Meeting Guidebook for further tips) and asking open-ended questions. Clients will find peace in knowing what your process looks like moving ahead. You will want to leave the meeting with your fact-finder completed and an agreement to move forward established.

Resources: See Prospect-Process Email Communications (step 3 section), Amazing First Meeting Guidebook and Script Packet for 3-Strike information.



STEP 4: ANALYZE DISCOVERY & DRAFT ONE-PAGE PLAN

Now is the time to create a financial plan and investment analysis, which you will relay to the prospect as a one-page plan. This will be the tool you use to synthesize all of your recommendations into one simple, client-friendly plan that covers their statement of financial purpose, fiscal goals, 90-day plan and associated costs (see One-Page Plan samples).

Resources: See Prospect-Process Email Communications (step 4 section); One-Page Financial Plan lesson, guidebook, template and samples; and Client Services Overview for further information.



STEP 5: HOLD SECOND MEETING — PRESENT

This second 75-minute meeting will be where you present the One-Page Plan and any recommendations you may have. Primarily, make sure you have identified the motivations driving your prospect to seek financial advice at this exact time. Tailor your messaging to speak to benefits, not features. Avoid examples such as tax-rate arbitrage, tax-free growth, tax liquidity, et cetera. Instead, mention benefits such as “keeping more of your money so you don’t run out,” “giving you options should you need a future lump sum” and “paying the devil we know versus the devil we don’t control.” Remember to speak simply and genuinely and to keep your presentation live, dynamic and interactive.

Resources: See Prospect-Process Email Communications (step 5 section) for further information.



STEP 5.2: CONTINUE SECOND MEETING — FEES & DECISION

Quoting fees also happens in the Second meeting, and now is the time to preempt and overcome objections.

Resources: See Prospect-Process Email Communications (step 5 section) and Setting, Sharing & Stepping Up Fees lesson for further information.



STEP 6: ONBOARDING

This is technically not the final step of the prospect process. Instead, it's the beginning of your onboarding process, which will include weekly check-ins, a 30-day adviser call, a 60-day meeting, paperwork training, a tech show-and-tell, service training and progress review.

Resources: See Prospect-Process Email Communications (step 5 section) and Setting, Sharing & Stepping Up Fees lesson for further information.



Prospect Process Resources

See the online lesson No Stress Prospect Process for template, scripts and samples.

Prospect Process Checklist

We recommend best practices from your current process and our adviser coach examples to customize this checklist and integrate into a CRM workflow.

STEP 1: INITIAL INQUIRY

ACTION STEP

Prospect reaches out to schedule Learn More Call.

- Prospect reaches out via website and sets Learn More Call; this process is set up based on Initial Inquiry Online Scheduling Intake.
- Prospect calls into the office directly, Admin sets up Learn More Call based on scheduling guidelines and follows Initial Inquiry Script.

Best Practice: If call comes in directly, we recommend the Admin to use the online scheduler and walk the prospect through the process and questions in order to avoid manual steps later.

WHO
Prospect
BY WHEN
As it occurs

STEP 2: LEARN MORE CALL

ACTION STEP

Learn More Call is officially set on calendar, Learn More Confirmation Email is sent to prospect.

- If scheduled via online scheduler, email is automatically sent.
- If scheduled manually, Admin sends email to prospect.

Best Practice: See Prospect Process Client Samples for resources that can be included in the Learn More Confirmation Email.

Confirm prospect set-up is complete:

- CRM is set up and has initially required information
- CRM stage set to Learn More Call
- File folders are set up
- Add to newsletter if not yet complete

Best Practice: Integrate your online scheduling system and your CRM system to automate this step.

Learn More Day/Prior Reminder Email is sent the day prior to the call.

- If scheduled via online scheduler, email is automatically sent
- If scheduled manually, Admin sends email to prospect

Prepare materials for adviser to review prior to Learn More Call

- Online scheduler intake questions
- Any materials / questions additionally provided by the prospect

WHO
System / Admin
BY WHEN
As it occurs

Review prospect information prior to Learn More Call

- Online scheduler intake questions
- Any materials / questions additionally provided by the prospect

WHO
Adviser
BY WHEN
24 hours prior to call

Hold Learn More Call with prospect, assess prospect fit and determine next steps

- Guide discussion using Learn More Call Scripts and take notes using Learn More Intake Form
- Assess prospect fit
 - If not fit, provide prospect with recommendations for next steps and notify CSA following meeting
 - If fit, schedule Discovery Meeting in meeting or continue to next step

Dictate notes, provide Admin completed copy of Learn More Call Notes and share with team to complete next steps

- Prospect fit assessed and follow-up steps complete
- If not a fit, send Not a Fit Recommendations Email and update CRM stage to Closed-No Fit
- If a fit, send 1st Meeting Scheduling Email, review notes from Learn More Call and schedule any additional relevant next steps.

WHO
Adviser
BY WHEN
Day of call

WHO
CSA
BY WHEN
Within 24 hours of call

STEP 3: 1ST MEETING - DISCOVERY

ACTION STEP

1st Meeting is officially set on calendar

- If yes, update CRM stage to 1st Meeting, add to Weekly Team Meeting Agenda and send follow-up 1st Meeting Confirmation Email

If no, follow up using the Three Strike Follow-Up Process

Send 1st Meeting Week Prior Reminder Email

Note: A best practice is to have this be an automated email from your system.

Confirm prospect has completed required materials to hold meeting

- If yes, continue to next step
- If no, send 1st Meeting Week Prior Reminder Email

WHO
CSA
BY WHEN
As occurs

WHO
System / CSA
BY WHEN
7 days prior to meeting

WHO
CSA
BY WHEN
As occurs or no later than X

Prepare office file upon arrival

- See Admin up
- Greet client prospect

Prospect Process Email Communications

STEP 1: INITIAL INQUIRY

For more details on setting up an online scheduling intake communication, see the Prospect Process Initial Inquiry Online Scheduling Intake.

STEP 2: LEARN MORE CALL

LEARN MORE CONFIRMATION EMAIL

Sent automatically via online scheduling system
Subject Line: Confirming Your Scheduled Learn More Call on <DATE>

Hello PROSPECT NAME,

Thank you for scheduling a 15-minute, introductory Learn More Call. I'm looking forward to talking with you on <date> at <time>.

The focus of our time together will be to get to know one another better, for me to understand more about your specific situation and what you want to accomplish, and for you to learn about our process and how we can help you <retire with confidence>.

You may find information about [our process](#) or [questions to consider](#) when selecting an adviser helpful in preparing for our conversation. During our call, I'll be sure to answer your questions, and if, at the end of our call, we both feel ours is the best firm to help you, we'll continue our process by scheduling your initial Discovery Meeting.

Should you have any questions or need to reschedule, please reach out at <602-867-5309> or reply to this email. I look forward to speaking with you soon.

In my service,
YOUR NAME HERE

Best Practice Tips:

Include (or link to) information about your firm, your process and resources the prospect may find helpful when evaluating an adviser. Proven-practice samples from our Adviser Coaches that cover the following are available as a starting point for developing your own materials:

- An overview of your prospect process or a link to it on your website
- Top questions or things to consider when evaluating a financial adviser
- Top questions or things to consider when evaluating a financial adviser
- An overview of your services and processes

Learn More Call

Best Practices, Scripts & Prospect Intake Form

Now is your opportunity to screen for fit, as well as create an initial connection. Work toward securing your genuine, helpful nature while acknowledging the prospect's priorities and validating with a story of how you have worked successfully with similar clients. Keep this call to approximately 15 minutes. Deliver your key brand messages, share your process and make the invitation for a first meeting if the prospect meets your client profile. You will also ask the prospect to fill out or bring any helpful intake paperwork and provide a brief explanation of your process.

STRUCTURING THE CONVERSATION & STEPHANIE'S COACHING POINTS

The purpose of the call/communication is to ensure you focus on serving those you do your best work with, in ways that align with your business goals. You will want to customize the conversation to fit your own personality, style and process, but remember to ask simple, open-ended questions to give the prospect space to reveal their reason for calling, then be quiet and truly listen and learn about their situation, needs and motivations.

Share your key messaging points and educate prospect on your firm and approach. This isn't about getting a "Yes," it's about getting clients who are truly aligned with you and your goals so that you can deliver massive value to them without compromising your own success. Insert your key messaging points and call scripts as needed to reinforce consistent and confident use.

Your job is simple: give them the information they need to make informed and educated decisions about their financial life, and the opportunity to make one. This process gives you the clarity and confidence to take only those clients you do your best work with, helping align your practices with your goals. Remember, there is a very real and often invisible cost with every compromise you make.

Below are best practice guidelines for a successful Learn More call.

- Connect, exude your genuine, helpful nature and carefully listen to learn more about their situation and needs
- With rapport intact, ask preliminary getting-to-know-you questions
 - See the Learn More Call Intake Form for examples
- Explain your process and get buy-in
- Assess prospect fit with ideal client profile (those you do your "best work with") and genuinely share next steps
 - If not a fit, be honest about who you do your best work with and provide recommendations that will help them make progress toward their goals
 - If a fit, acknowledge their priorities and validate with a story of other similar clients you have worked with
- Seed key brand messaging points and highlight your process to build a "shared story" with prospect

Book the next meeting

Learn More Call

SAMPLE SCRIPT

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to reach out?

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