

# DISCOVERY PROCESS SHOWCASE:

CRAFTING MEANINGFUL  
CONVERSATIONS WITH  
PROSPECTS\*

\*CFP Credit Approved



TIFFANY  
CHARLES



ADAM  
CMEJLA

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# NO STRESS PROSPECT PROCESS

1

Initial Inquiry



- Phone Call
- Email
- Website funnel
- Nurture funnels

2

Learn More Call



- 15-minute call
- Screen for fit
- Brand messages
- Seed key messaging
- Share process & invite

3

1st Meeting: Discovery



- 75-minute meeting
- Clarifying needs & goals
- Expanded questions
- Process walk-through
- Fact Finder completed
- Agree to move forward

4

One-Page Plan



- Financial plan
- Investment analysis
- Recommendations
- Draft One-Page Plan

5.1

2nd Meeting: Present/Decision



- 45/75-minute meeting
- Present One-Page Plan & Recommendations
- Quote fee
- Offer decision
- Clarity on next steps

5.2

Fees & Decision

—

If no, send closing email

!

If yes, initiate onboarding

?

If maybe, use 3-strike rule

TRANSITION TO ONBOARDING PROCESS

6

On-Boarding



- Weekly check-ins
- 30-day advisor call
- 60-day meeting
- Paperwork training
- Tech show-and-tell
- Service training
- Progress review

# Mindset of PROSPECT

WHAT ARE COMMON BARRIERS to them connecting or what are they most likely experiencing coming into a Discovery?

- 1 Lack of Awareness**

Not aware of the benefits of hiring a financial advisor or may not fully understand the services they provide.
- 2 Perceived High Costs**

Some people may assume that hiring an advisor is expensive and beyond their financial means. Cost is only an issue in the absence of value. Value in prospect meetings is wildly important!
- 3 Trust Concerns**

Trust is a crucial factor when it comes to choosing an advisor. What is a bigger hand-off than entrusting one person or a team with your entire financial wellbeing?
- 4 Fear Losing Control**

Does it mean I lose control?
- 5 Perceived Complexity**

The financial world is intricate and overwhelming, leading some individuals to feel intimidated by the complexities.
- 6 Negative Past Experience**

Previous negative experiences with advisors—such as poor communication, unsatisfactory results, or a mismatch in expectations—can create a barrier to seeking professional help again in the future.



# Mindset of an ADVISOR



## WHEN IT'S ABOUT YOU

You find yourself  *tied to the outcome*

You find yourself  *talking more than listening*

*Excessive self promotion, versus information gathering*

Pushing for  *quick decisions*

VS.



## WHEN IT'S ABOUT THEM

Truly be in seat to  *uncover and inform*  for them to make best decision for self

*Active listening*  – They are feeling heard

Ask what is  *most important for them to learn*

*Open Dialogue*

*No time pressure. Reassure them it's an important decision!*

# *Why* is DISCOVERY IMPORTANT?



Learn prospects' needs, goals, and challenges



Build foundation for strong client relationships



Determine each party's "alignment and intention"

# *Key Objectives* of DISCOVERY

## PROSPECT OBJECTIVES

- Understand Services Offered
- Understand Approach and Process
- Client-centric approach (Their interest first)
- Understand the Advisor's Expertise
- Communication and Accessibility
- Fees and Compensation

## OUR OBJECTIVES

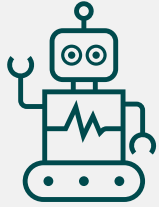
- Understand prospect's background, values, and priorities
- Identify their financial goals and aspirations
- Evaluate their current financial situation
- Establish trust and rapport

Do I trust this person?

Are we best to serve?

S  
S  
E  
L  
T  
I  
M  
I  
L

# *Preparing for* DISCOVERY



Use tech and automation to communicate values, process, and expectations



Capture what is top-of-mind for them. Why are they reaching out? This becomes your starting agenda.



Add the human touch early on (Your office calls to confirm/ ask follow up questions w/in 24 hours of booking Triage/ Discovery)



Use Google to research your prospective client. Be informed.

# *Structure of* A DISCOVERY



## BEGINNING

Define success early in the process

De-stress the situation

Reassure you won't push for a hard sell or an immediate decision

Set expectations



## MIDDLE

Ask questions with intent to actively listen

Ask follow up questions

Reaffirm that you heard what they were saying (What I heard you say was...)



## END

Define timeline what it will take for them to feel good about progress

Make sure they have all information needed for decision

Determine their decision timeline for next best step

*Effective*

# COMMUNICATION SKILLS

- ✓ Talk in relatable, plain language
- ✓ Metaphors are great (in small doses)
- ✓ Refrain from jargon



A close-up photograph of a hammer and several nails on a wooden surface. The hammer is positioned diagonally across the frame, with its head in the upper left and handle extending towards the bottom right. The handle is wrapped in dark, worn tape. Several nails are scattered around the hammer, some lying flat and others standing upright. The wooden surface shows signs of use, with some splintering and debris. The overall lighting is somewhat dim, creating a moody atmosphere.

# COMMON MISTAKES TO AVOID

# ADAM'S DISCOVERY PROCESS

Start Here

## Schedule your Triage Call

One 45-min conversation to get clarity on your finances & see if we're a good fit

Book your FREE Triage call today

### We only work with...

#### Optometric Practice Owners

We use proven concepts and processes directly tailored to your business model.

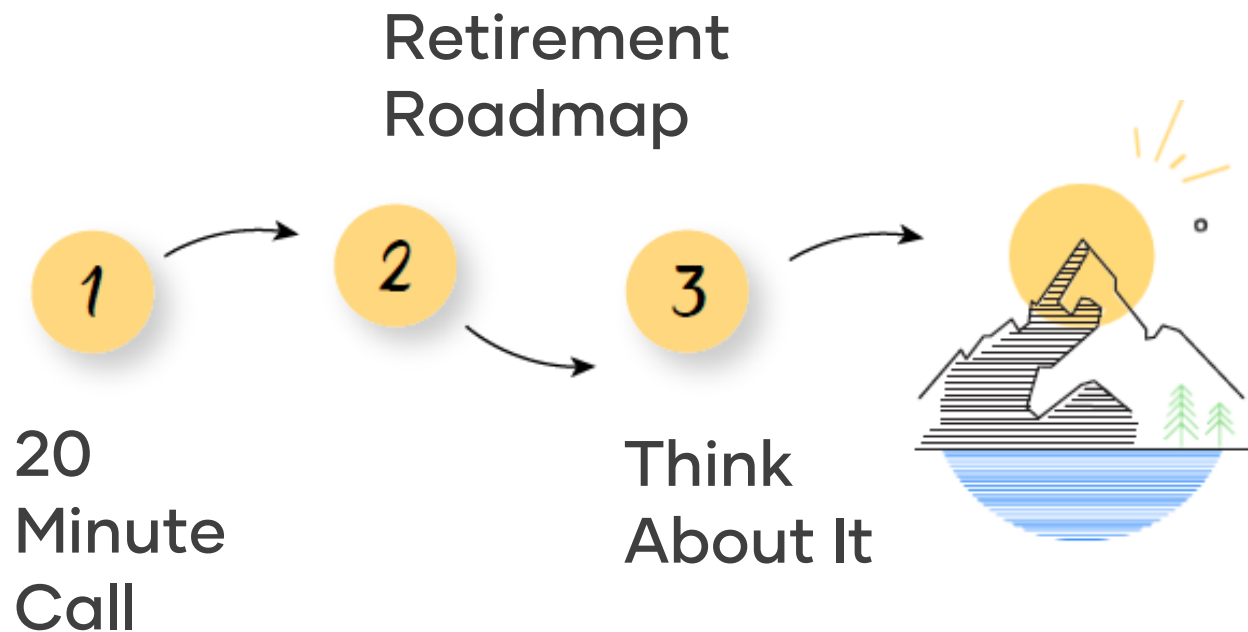
#### Practice Revenue of 850k+

Your practice's trailing 12-month revenue is \$850k or more.

#### Ongoing "Personal CFO" Partnership

You want the help of a "personal CFO" who specializes in optometrists instead of doing it alone.

# TIFFANY'S DISCOVERY PROCESS



## HOW IT WORKS

### 20-Minute Call

Schedule a 20-min call to learn about your financial situation, and your vision for the future.

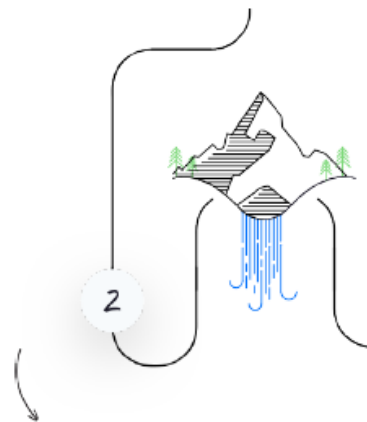
If your situation and vision are something our team can help you achieve, we'll schedule another call to take a deeper look together.



### Your Remarkable Retirement Roadmap

The next step is a one-hour meeting (in office or via Zoom). We will get clear on your financial goals, needs, and concerns and dive deeper into assessing your financial situation.

From here, we will review our 4 Core Pillars of Financial Success and co-create a roadmap on how you can plan for your future around your ideal retirement lifestyle and avoid bumps in the road.



### Think about it!

Once you have the full picture on how to improve your retirement and what it will look like to work with us, take some time to think about it. We've been serving families for over 40 years. We understand that this is an important decision, and we want you to feel great about it.

When you are ready, we begin putting your personalized plan into motion and jumpstart your Remarkable Retirement journey.



### Schedule a 20-minute call

1040 S. Gaylord Street, Suite 4 Denver, CO 80209  
14143 Denver West Parkway, Suite 100 Golden, CO 80401  
www.destinyocapital.com

communications@destinyocapital.com  
(720) 715-7570

# Key TAKEAWAYS

## CONTROL

Ensure they are in control of the conversation. It might be your agenda, but it's their life.

## CLEAR PATH

Make sure they have clarity on what's next in the process—people don't like the unknown or surprises

## UNDERSTANDABILITY

No jargon.  
Meet them at their level.



## ALIGNMENT

They don't care about our solutions & knowledge; they care about their problems.

## AFFIRMATION

Reaffirm why they're here and that they've made a good decision by seeking guidance.

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LIMITLESS Q&A