



Congratulations! You have turned your prospect into a CLIENT!

It is now time to turn that client into a lifelong fan of your services. You started the relationship building process with your new client from the time you received the client's name and contact information. Remember – the relationship building process never stops. Your new client is entrusting you with his or her wealth, and this is their fortune, future and happiness. No matter the size of the account, to the client, it is a lot of money. You must understand the journey that your client is on, and your role in that journey.

## The Client Journey

- Phase 1. The client has affirmed that you are the person to help them achieve their financial goals, long time prosperity and a happy life. This is something to celebrate with your staff and with the client.
- Phase 2. The client will move into a period of Buyer's Remorse, and doubt their decision made in Phase 1. This is natural, and you can help abate and minimize this phase by the actions and engagements you and your staff make with the client immediately following and through the first 100 days following Phase 1. More on this below.
- Phase 3. During this phase, the client will look for the delivery of what was promised during all previous engagements. This is your time to deliver world-class customer service, communications and attention to all the client's questions. This phase could last along time, but it is what defines your relationship with the client, and if the client ever moves on to the next two phases. This phase is defined by your customer service, review meetings and how you reduce your client's stress from market conditions and life changes they will experience.
- Phase 4. This phase is when the client "adopts" you as their advisor for life! This is a great place to reach, but not all clients will get here. When a client reaches this phase, they are giving you referral names and helping you land new clients. If you reach this phase with the client, life is getting good!
- Phase 5. The last phase is when the client not only has adopted you, they become an advocate. The client is not only giving you names, they are helping recruit and bring the clients in! They have become an adjunct, unpaid sales force for you. Life is not only good at this point, it downright great! This is business Nirvana for any business.

## Client On-Boarding – Moving from Phase 1 to Phase 2

How the client is onboarded after signing is key in not only moving the client from Phase 1 through Phase 2 to Phase 3, but in minimizing the time the client stays in Phase 2.

The objective of the onboarding is to continue to grow the client's confidence and trust in you and your staff. The onboarding experience should be efficient, as easy as possible for the client and executed in such a way that ensures the client is completely informed on the process and the progress of all actions.

Here is the execution checklist for on-boarding:

- ✓ Send a video email – on the day of signing, send your new client a short, personalized video that welcomes them as clients. This video does not need to be more than a minute long, says welcome to them by name, and introduces your staff to them, so they have a name and face of who they can contact or who may be contacting them.
- ✓ Within 24 hours, put a hand-written Thank You note in the mail to the client, re-iterating your appreciation for their trust and confidence.
- ✓ Within 3 business days, mail the client a formal [New Client Welcome Letter](#) from the Client Services Manager, your staff lead or yourself letting them know that the process is underway, contact information as necessary and a status of the process if possible.
- ✓ Send emails and/or make telephone calls to the client as paperwork is submitted for processing and transfer requests are transmitted. It is important that the client received these updates to minimize the Buyer's Remorse they will probably feel in Phase 2. The worst scenario is that the client never hears from the advisor until all assets are transferred but is getting emails and information from Charles Schwab or Tamarac as accounts are opened and custom portals are created. This will generate doubt, fear and misgiving in the client. Transfers may take from a couple days to several months depending on companies and situations, so these contacts are crucial!
- ✓ Continue periodic contacts until all assets are transferred and a 45-Day meeting is scheduled. Too much communication is not a concern at this phase.