

SAMPLE SCRIPTS

For your convenience, we have gathered the sample scripts from this workbook together into one place here. Save this section for quick reference when you're brushing up on how to ask for referrals!

Sample Script – The Perfect Top Shelf Client Exclusive Event

Role Play: (This happens at a point in the meeting when the advisor and clients are discussing their retirement goal.)

BRING UP EUPHORIC MOMENTS

Advisor: *Tom and Judy, you should feel really good about the progress you are making toward your retirement goal. Over the last 5 years you have continued to increase your retirement savings in your 401(k) plans at work and your annuity savings here. Your 401(k) balance has grown from \$135,000 to \$320,000 while your annuity and IRA accounts have grown from a \$225,000 to \$380,000. You are now maxing out your 401(k)'s, which has also saved you several thousand dollars in taxes. According to your retirement analysis, you appear to be on track to meet your retirement goal one year earlier. How does that make you feel?*

Tom: *Wow! Who knew when we first started working with you 5 years ago we would increase our savings for retirement so much while saving money on taxes. Are you sure we are on track to retire earlier?*

Advisor: *Yes, according to your retirement analysis you can retire earlier. You continue to follow a rebalancing strategy every year to maintain the integrity of your portfolio in the context of risk tolerance, time frame, and goal. Your commitment to rebalancing has helped you accelerate your track on retirement, as well.*

Judy: *This is great news! We really have you to thank for keeping us on track.*

Advisor: *Thank you. However, the credit goes to you for being advice receptive, action oriented toward your goals, having a positive attitude about life, and believing in me enough to introduce me to your network of friends, family and colleagues.*

ASK THE VALUE QUESTION

Advisor: *As I just stated, I truly enjoy working with the both of you. What is it about me and my services that you value most? (Be quiet and just listen!)*

Tom: *You make us feel secure about our future through regularly scheduled meetings with phone and email follow ups in between. Your ability to stay in constant communication tells me you are on top of our financial situation.*

Judy: *The investment strategies you recommend work, too. The covered call options generate income for us which helps when our prices are down due to market fluctuation. You always invite us to nice restaurants and events which make me feel like you are more than just our advisor – you are our friend.*

Advisor: *Thank you for the wonderful feedback. I think it is important to let you know I want to grow my practice. I am not interested in numbers, though. I am interested in growing with people just like you. Clients who enjoy (restate what they said they valued most about you) constant communication, pre-set*

meeting times, enjoys the parties and events we put on, and want a friendship-type relationship with me.

Advisor: *One of the things I've found as a very effective way to grow my practice selectively is to ask for help from those who I enjoy working with most – you. As you come across people who have a similar situation as you and would enjoy the working relationship we have, I ask that you contact me so we can work out the best way for me to connect with your family, friends and colleagues.*

Example of clients sending you introductions in the past.

Advisor: *A good example of great clients for my practice are Fred and Martha Smith who you introduced me to a few years ago. How are Fred and Martha doing?*

Judy: *I just spoke to Martha yesterday and told her we were coming to see you today. Martha wanted me to tell you hello. Fred and Martha have thanked us several times for introducing them to you.*

Example of clients being introduced to you by other clients.

Advisor: *The thanks go to you for connecting us. It's interesting because I believe Bob and Agnes introduced you both to me, as well. Have either of you talked to Bob and Agnes lately?*

Tom: *Bob and I played golf together about a month ago. We had fun talking about his retirement activities with his antique cars and all the travel he's been doing.*

Advisor: *Bob and Agnes do travel a lot. They were just in two weeks ago telling me about their cruise to Alaska. As you think of people to introduce me to, think in terms of who can be the next Fred and Martha or Bob and Agnes.*

Example of inserting a Private Dining Event **(skip this section if you are not holding private dining events)**

Advisor: *I've been inviting select clients to join me with their guests for a wonderful dinner at (insert the name(s) of a very nice restaurant). People are really excited about this opportunity. It is truly fun and a great experience.*

So if you are comfortable – what I'd like you to consider is to join me for dinner. It would be you and 4 guests (2 couples, four individuals or some mix for total of 4). This is a way to introduce me to people who want to have a great restaurant experience and who want the type of relationship we have, while saying thank you as one of my best clients.

At the meeting there will not be a business agenda. I would like to get to know your guests just as I've gotten to know you. If business comes up, I'll probably ask you to answer...you know from your experience how we address issues. Besides, your guests know and trust you so the answers you give will have greater credibility.

As you think about potential people you are going to bring to your dinner, I ask that you think of this – that the guests you bring are willing to visit with me a couple of weeks after our dinner. This free consultation will give your guests an outlet to ask questions in a more confidential manner outside of our no business agenda dinner.

If you are open to this, I would like to give you some dates that are open on my calendar to arrange this dinner for you. I have reservations at Del Friscos for the 11th, 18th, and 25th of this month. If you don't feel like a dinner would be appropriate to make introductions, we have several events coming up this year to choose from. Also, I am open to your suggestions on how best to get to know people just like you.

Tom: *I think dinner at Del Friscos sounds wonderful. We've never been there but have discussed going there several times.*

Coach your clients to build a positioning story

Advisor: *I can tell this is going to be a wonderful event for the both of you. I have a question to ask. As you invite your guests to the dinner and they ask about me as your advisor, what will you say about me?*

Tom: *I will tell them you are very professional, you communicate with us on a regular basis, and we feel secure that your advice will allow us to meet our retirement goal.*

Judy: *I will let them know this is an example of how well you treat us and say thank you with dinners and events. I'll do my best to explain some of the investment strategies like the covered calls and exchange traded funds, too.*

Advisor: *I appreciate your compliments. I have found most people already have an advisor and can probably say the same thing about their current advisor. Unless you tell your whole story about us working together the guests you invite may not want to meet after the dinner.*

Let me ask you a few questions that will help you build your story to tell them.

Prior Situation

Advisor: *Do you remember what your situation was like prior to meeting me?*

Tom: *My broker hardly ever called me. I had to contact him. I didn't know what was going on with my accounts.*

Discovered You

Advisor: *How did you hear about me?*

Judy: *A friend at work, Bob Jones, told me about you. Bob invited us to one of your events but we never made it. Bob continued to say great things about you so I called you.*

The Decision

Advisor: *What process did you use to evaluate me and made you decide to hire me as your advisor?*

Judy: *After our initial meeting, I went back to Bob to confirm his positive feelings toward you. You also gave me some names of other co-workers that I know and I called two of them. Both of them gave you high marks so I decided to move my accounts over to you.*

Positive Experience

Advisor: *What kind of positive experience have you had with me since we first started working together?*

Tom: *I like the fact we have three pre-scheduled meetings every year initiated by you. When I leave your office, I feel confident in your ability to guide me. I also like all of the events you host for us. I truly feel appreciated.*

Result

Advisor: *What are some of the results you have achieved since working with me?*

Tom: *We are saving \$500 more per month since we met, have conducted a full financial plan, and completed our will and trusts. We know exactly when we are going to retire along with the road map on how to get there. Both of us are taking advantage of the benefits through work, which I wasn't maximizing before I met you. I saved several thousand dollars in taxes by increasing my contribution to my retirement plan.*

Advisor: *You have a great story to tell people.*

(skip the rest of this section if you're not currently holding private events)

Which date do you want to choose for your special dining event?

Tom: *Why don't we go ahead and take the second scheduled dinner on the 18th of next month. What do you think Judy?*

Judy: *That date sounds fine. This should be ample time to find guests to bring to the dinner.*

Advisor: *Based on our conversation today on the right type of person to bring to an event, does anyone jump out at you?*

Tom: *I'm going to invite John from marketing and Jerry from operations. I have talked to both of them in the past about you and they said they were interested in meeting you.*

Advisor: *What about you (Judy)? Do you have anyone in mind whose financial situation resembles yours?*

Judy: *If Tom invites John and Jerry and you only want us to bring 2 couples, do I need to invite anyone else?*
Advisor: *That's an excellent point. What if John and Jerry can't make it or only one of them can make it? You may need a back up plan.*

Judy: *True. There's a new couple who just moved into our neighborhood that we had dinner with last week. They are close to our age and approaching retirement. Also, I have talked to two friends in my exercise class about you. I can invite them. What if they all want to go on the same night? John, Jerry, the new couple, and the two ladies from my exercise class?*

Advisor: *That will be a great problem to have. I'm sure we will be able to accommodate all of your guests. Why don't I follow up with you by the end of the week to see how many guests you will be bringing and give you the details of the night?*

Tom: *That will be fine.*

Establish the Follow Up System

Advisor: *You have a great story to tell people. After you share your story about us with someone who you think would make a great client for our firm, I have found it is important to establish a follow up system between you and I to ensure I can contact your friend, colleague, and/or family member in a timely manner. Are you comfortable with this approach?*

Tom: *Sure. Why is it important to create a follow up system, though?*

Advisor: *My experience is that clients come to my office and tell me they have talked to several potential clients over the previous months. When I tell my clients I haven't heard anything from the potential clients, my clients get frustrated. They think they are doing the right thing by telling the story we just created with you, but then the introductions they want to make don't follow through on contacting me. I don't want my clients to feel frustrated when they are taking the time to help me grow my practice.*

Tom: *That makes sense. I know I have given your card to several people at work and told them to give you a call. Almost all of them said that they will call you. It sounds like they haven't made the call, though.*

Advisor: *Exactly. What I have seen work best is when you tell your story about me and give out my card, either give me a call or shoot me an email to let me know who you just talked to. Together, we can work out an appropriate plan for me to follow up with whomever you want to introduce me to. Considering I don't know who you are talking to, I will rely on your guidance on the best way to follow up. For example, if there is an upcoming event maybe you can invite them. Or, you may tell me I should go ahead and call them. Maybe you will tell me I should send them a personal note. I want to follow your lead and respect the relationship you have with everyone you introduce me to. What do you think?*

Tom: *Sounds simple enough.*

Advisor: *At this point, does anyone in a situation similar to yours come to mind as someone you should introduce to me?*

Tom: *There's a new couple that just moved into our neighborhood. We had dinner with them. They are about the same age as us and said the other night they are getting close to retirement.*

Advisor: *Anyone else?*

Judy: *I talked to two ladies from my exercise group about you recently. I will follow up with them.*

Advisor: *Thank you both very much. When should I follow up with you to check your progress?*

Tom: *How about next Thursday? Is that OK, honey?*

Judy: *Sure. I will have seen Jane and Frieda at least two times by then.*

Advisor: *Next Thursday it is.*

Next Thursday

Advisor: *Hey Tom. I am calling to see how your conversation went with the new couple who just moved into your neighborhood.*

Tom: *It went well. Their names are Nancy and Joe Smith. They said they are looking for an advisor to manage existing accounts they plan on relocating. They want to meet you within the next couple of weeks if possible.*

Advisor: *What do you think is the best way to connect with them?*

Tom: *Joe told me to tell you to ahead and call him at work to set up a time. He works at the GE plant as an account manager. His number is 684-8424. He's expecting your call.*

Advisor: *Wonderful! I know you just met, but what do you like best about Nancy and Joe?*

Tom: *They are really committed to their family. They moved back here so Nancy could take care of her ailing mother. Plus, they have two children who live within an hour from here so they will be able to spend more time with their kids and new grandchildren.*

Advisor: *What else do you know about their personal and family life?*

Tom: *At dinner, they both talked about their love for great restaurant experiences and vacationing in the Florida Keys. They mentioned they would like to own a second home in retirement somewhere in south Florida.*

Advisor: *You mentioned Joe works at GE – how long has he been with GE?*

Tom: *Joe said he's been with GE for 5 years. Prior to that he worked at a company as one of GE's vendors. He got the job at GE with the connection he had with his prior company. Jane is looking for part-time work just to keep her busy and out of the house a few days per week.*

Advisor: *Did you talk about whether or not they have a current financial advisor?*

Tom: *When I told them about how we work together they said that's the type of relationship they want to have. Nancy mentioned they have money spread out in a couple of banks and use to work with an advisor who was related to Nancy but left the company. It didn't sound like they were impressed with the advisor that took over their account.*

Advisor: *Did you talk about anything else financially with them?*

Tom: *Joe said he has an old 401(k) from his previous employer he would like to do something with. I told him the results we have had with you and Joe was very impressed.*

Advisor: *Tom thanks for taking the time to tell our story to Nancy and Joe. Is Judy around? I wanted to follow up with her about the ladies from the exercise class.*

Tom: *She's there now. She told me to tell you the two ladies didn't quite meet your criteria. One of them just went through a recent medical emergency and depleted most of her savings. The other one told Judy she's paying off her credit cards and she only has \$25,000 to invest from an IRA at the bank. Judy doesn't think these two are good matches for you.*

Action Item

The next day the Advisor sends gift (i.e. \$10 gift certificate to a local coffee bar) for Tom and Judy generating the referrals. The advisor includes a hand written note on personal stationary saying:

Hey Tom and Judy!

Thanks again for the introductions to Joe and Nancy. Judy thanks for talking to the two ladies at your exercise class for me. Go have some Lattes on me! If you want to introduce me to anyone else, just let me know.

*I value your business and friendship,
Advisor*

Action Item

Two weeks later Joe and Nancy have become clients. They give you permission to relay that information to tell Tom and Judy they are clients. You do so by hand written note, and include a \$50 gift certificate to a local restaurant. Here is a sample:

Hey Tom and Judy!

Thanks again for the introduction to Joe and Nancy. They just became clients this week. I truly appreciate you telling them the story about us. Have dinner on me to celebrate your success! If you want to introduce me to anyone else, just let me know.

It's a pleasure to know you and an honor to work with you.

Advisor

Creating a Referral Culture Process Summary Steps

1. Ask the right clients – Top Shelf and Referral Tree Clients.
2. Choose or create Euphoric Moments in client meetings.
3. Explain why your Top Shelf Clients meet your Top Shelf Client Criteria.
4. Ask the “Value Question”.
5. Leverage previous introductions your Top Shelf Clients have made in the past.
6. Remind the Top Shelf Client they became clients as a result of being introduced to you.
7. Utilize your marketing event schedule as a way for clients to bring introductions to you.
8. Ask Top Shelf Clients what they will say about you to potential clients.
9. Coach your clients to build a magnetic Positioning Story about you.
10. Develop a follow-up system with Top Shelf Clients so introductions don't fall through the cracks.
11. Learn as much about the introductions from your Top Shelf Clients as possible to use in conversation with the introductions.
12. Transfer qualified introductions to your Prospect Tracker.