

## **Review Meetings**

Here are two client business profiling tools.

The way you would use them is to score on the first sheet a percentage which will indicate to you how important it is to ring your existing client. Please note that the box labelled Woo Product Chart Shortfalls relates to a previous prospecting idea (No. 3 – see below as a reminder) where you use windows of opportunity to find out what a client has bought from you in the past and what they have yet to consider.

You are looking for any score which exceeds 15%. Clearly any scores above 50% indicate a high chance of success.

On the second page these questions will give you the final nudge hopefully to arrange a meeting and pursue the business.

The challenge when lining up review meetings with clients is invariably in the mind of the financial adviser and not the client. These two pages will help you overcome the mental interference that often stops you arranging review meetings.

Every success

## ***Glen and Sandro***

### **Remember the WOO Chart**

Windows of Opportunity. Get a large sheet of paper, create a crisscross pattern like a chess board and on the left-hand axis put the names of your top 20 clients. On the axis going from left to right on top of the page write down the various products you currently sell, and a few soft options such as personal introductions? and business owners?

By going through each client and ticking the box as to whether they have bought each product, this will give you a windows of opportunity chart that indicates where you are missing out on sales opportunities with your client base. For example if your first client, Mr Brown, has life cover, a mortgage, yet no PHI – permanent health insurance – you now have a window of opportunity to give Mr Brown a call to discuss that very thing. Equally, if you are unable to tick the box which has personal introductions, here is another reason to ring your client.

The WOO chart is such a simple idea and not used nearly as often enough as it should be. When did you last do a WOO chart?

|      |                |  |
|------|----------------|--|
| DATE | THE FILE AUDIT | FINAL SCORE <input data-bbox="1382 237 1528 310" type="text"/> |
|------|----------------|--|

1

|             |
|-------------|
| CLIENT NAME |
|-------------|

2

|                  |
|------------------|
| LAST REVIEW DATE |
|------------------|

- Score **1** per month (Max 10)

3

|  |
|--|
| WOO PRODUCT CHART SHORTFALLS             |
| <br><br><br><br><br><br><br><br><br><br> |

LIST

- Score **5** per product shortfall (Max 20)

4

|  |  |  |
|--|--|--|
| RELATIONSHIP   |  |  |
| <table> <tr> <td>QUALITY OF RELATIONSHIP WITH CLIENT</td> <td><input data-bbox="498 1024 597 1123" type="text"/></td> </tr> </table> | QUALITY OF RELATIONSHIP WITH CLIENT                | <input data-bbox="498 1024 597 1123" type="text"/> |
| QUALITY OF RELATIONSHIP WITH CLIENT  | <input data-bbox="498 1024 597 1123" type="text"/> |  |

- Score out of **10** for this (Max 10)

5

|   |  |  |
|---|--|--|
| INCOME OF CLIENT  |  |  |
| <table> <tr> <td>INCOME SCORE</td> <td><input data-bbox="498 1333 597 1432" type="text"/></td> </tr> </table> | INCOME SCORE                                       | <input data-bbox="498 1333 597 1432" type="text"/> |
| INCOME SCORE  | <input data-bbox="498 1333 597 1432" type="text"/> |  |

- Score **5** for every £10,000 client earns over £25,000 (Max 20)

6

|   |  |  |
|---|--|--|
| DEPENDANTS  |  |  |
| <table> <tr> <td>NUMBER OF DEPENDANTS</td> <td><input data-bbox="498 1621 597 1719" type="text"/></td> </tr> </table> | NUMBER OF DEPENDANTS                               | <input data-bbox="498 1621 597 1719" type="text"/> |
| NUMBER OF DEPENDANTS  | <input data-bbox="498 1621 597 1719" type="text"/> |  |

- Score **2** for every dependant including spouse (Max 10)

|   |  |  |                  |  |
|---|--|--|------------------|--|
| PERSONAL INTRODUCTIONS  |  |  |                  |  |
| <table> <tr> <td>PAST INTROS</td> <td><input data-bbox="498 1871 573 1921" type="text"/></td> </tr> <tr> <td>POTENTIAL INTROS</td> <td><input data-bbox="498 1955 573 2005" type="text"/></td> </tr> </table> | PAST INTROS  | <input data-bbox="498 1871 573 1921" type="text"/> | POTENTIAL INTROS | <input data-bbox="498 1955 573 2005" type="text"/> |
| PAST INTROS   | <input data-bbox="498 1871 573 1921" type="text"/> |  |                  |  |
| POTENTIAL INTROS  | <input data-bbox="498 1955 573 2005" type="text"/> |  |                  |  |

- Score **5** per past intro (Max 10)

- Score **10** for potential intros you are aware of (Max 20)

# QUALITY CHECKER

Here are 3 questions. If any of these boxes get a tick, then you should definitely arrange to see the client unless the FILE AUDIT score is less than 15%.

## The 3 Questions

1. Since we last met have there been any changes in your life that have had an effect on your finances?
2. Do you feel a review of your financial position would be useful right now?
3. Do you have a specific future goal or objective that is being held back financially?

## The Proposition

I have identified some shortfalls in your current financial planning. I am not suggesting you have to do anything about them, but as your adviser I am duty bound to make you aware of them. Can we arrange a brief meeting to look at them?